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#414 FEBRUARY 2002 \$2.99 CHEAP!



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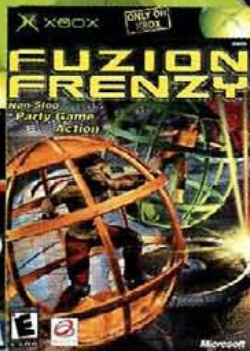
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OF
TY!



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THIS MONTH IN HISTORY

FEBRUARY

SUN	MON	TUE	WED	THURS	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28		

Feb. 4, 1922
School yard bully Humpy Logan coins the term "purple-nurple."

Feb. 12, 1990
Osama Bin Laden returns CIA birthday gift of cordless electric shaver to Sharper Image. Leaves with air purifier.

Feb. 16, 1953
World's tallest man divorces world's shortest woman. Cites "irreconcilable differences."

Feb. 21, 1642
In stunning prophesy, Nostradamus predicts that "MAD will stop running stupid calendar gags in issue #414, February, 2002."

Feb. 26, 2002
Last calendar gag appears in MAD. Staff visibly shaken by accuracy of Nostradamus prediction.

FRONT COVER ARTIST:
RICHARD WILLIAMS

"Those who don't learn from history are doomed to repeat it. And the same is true for all your other classes!"



February 2002

NUMBER 414

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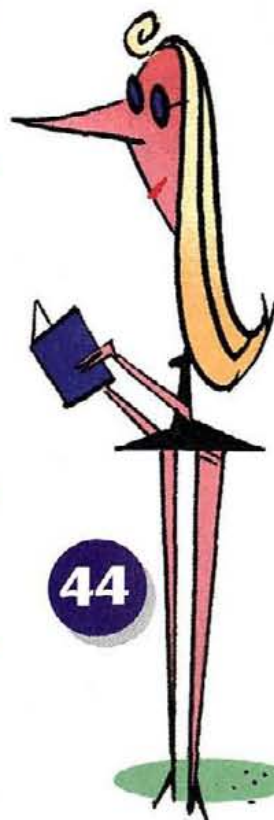
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ALFRED-E-LANTERN

In MAD #411 we urged readers to buy MAD XL#12, which contained a stencil of Alfred E. Neuman's face to use to carve a Halloween Alfred-E-Lantern. When we wrote this we laughed, never imagining that there would be schmucks out there foolish enough to waste their time, money and effort doing such an idiotic thing. Well, the trick's on us and the "treat" is on you! Here are some of the best entries we received. Thanks to all who participated!



Tom Anderson
Ukiah, CA



Gene Phillip
Great Falls, VA



Pete Stepien • Manitoba, Canada



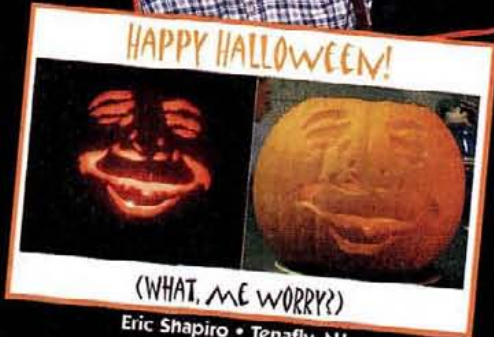
Barry Fries • British Columbia,
Canada



Nicolas
Lutz
Ontario,
Canada



Richard Lohran • Bullhead City, AZ



(WHAT, ME WORRY?)
Eric Shapiro • Tenafly, NJ



Jim Hutchings
Ontario,
Canada



Tony Avak • Lexington Park, MD

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And Writers**
the usual gang of idiots

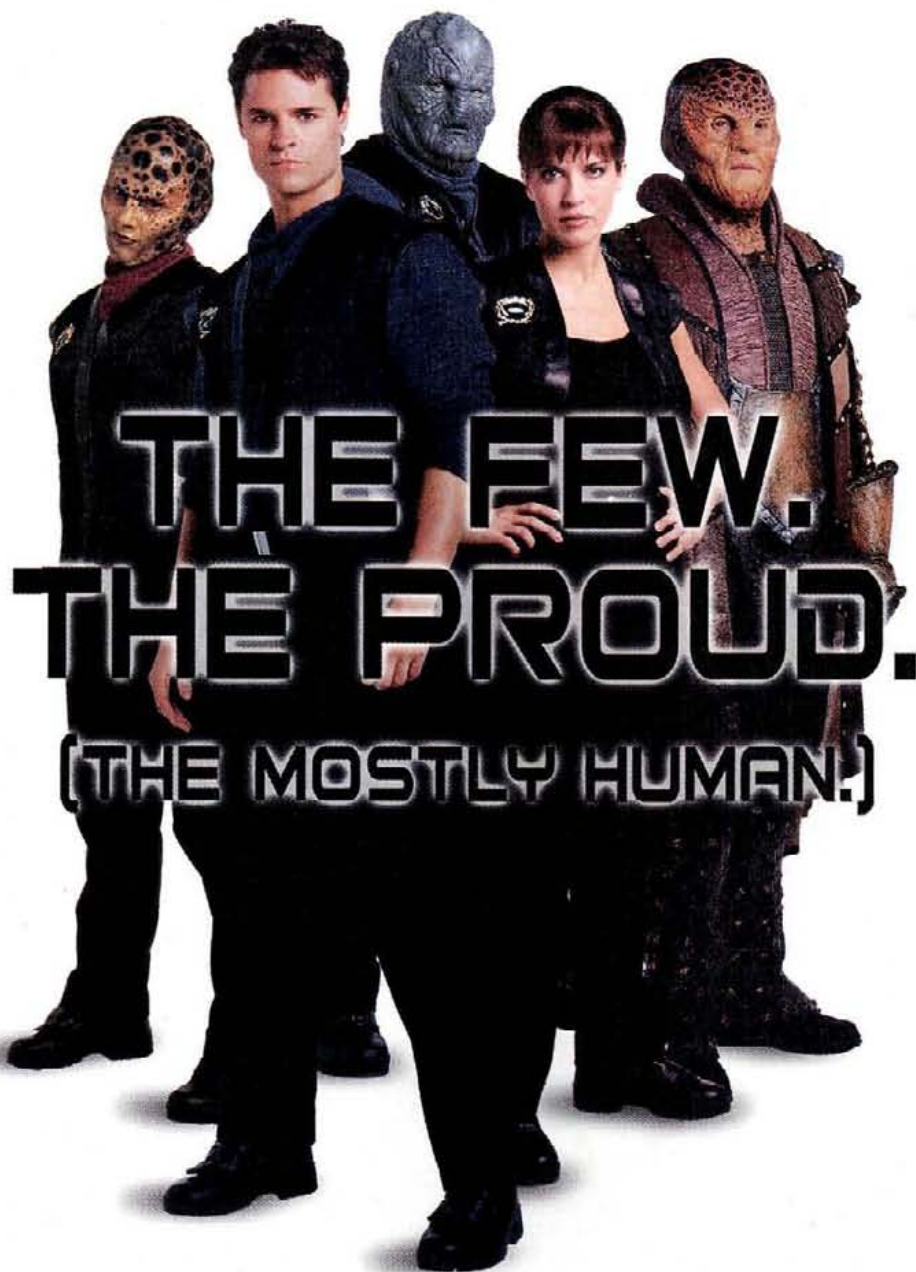
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FUNNY PAGES?

As further proof that even the best cartoonists run out of ideas every now and then and resort to sending newspapers anything, we offer up this recent episode of *Flight Deck* by Peter Waldner, which featured MAD's own gap-toothed idiot, the What, Me Worry? kid himself, Alfred E. Neuman. What's next? The Black and White Spies in *Hagar The Horrible*?



THE ANSWER MAD

We have brought back our much-beloved feature where we take actual letters written to other actual magazines and we answer them. This month's missive is from the December, 2001 issue of *Cosmopolitan*.



I read the article "How To Make Scent Your Secret Weapon" (October), and I did you not, your advice worked! The article told me to use a lavender aroma to bag the guy I wanted. The next day at work, I passed by him, and he asked "What is that smell?" So I asked him why, not knowing if he liked it or not. He then said, "That's kind of erotic. I like it." I'm going on a date with him this weekend. So thank you, *Cosmopolitan*.

—Y. Chicago, IL

Y — What's that smell? That's a question we've asked ourselves many times, and the answer isn't lavender! For instance, last Thursday we were visiting Gramps at the Veterans Hospital and the slop sink overflowed on sausage and peppers night. And we asked, What's that smell? What's that smell? On a blazing hot afternoon we were passing by the slaughterhouse when we were accosted by two dumpster divers asking for change so they could do their laundry. Again we asked, What's that smell? Oddly enough, on both of these occasions, like your suitor, we found these smells quite erotic. Noshriis, the other way to a man's heart!



CUPID IS AS CUPID DOES

With Valentine's Day just around the corner, we lay down another stupid MAD challenge. Send us a Valentine's Day card using Alfred's image or name (in verse) to express your deepest thoughts about your sweetie. The best ones will be used to take up space on an upcoming Letters Page. Send your cards to: Amy, The Big Cupid, 1700 Broadway, New York, NY 10019.

Make A Dumb Wish Foundation™

I am sending my wish for the *Make A Dumb Wish Foundation™*. I would love it if the professionals could write a MAD movie satire for *Death Of A Salesman* by Arthur Miller. We are reading it in school right now, and it is the single most boring thing I have ever laid eyes upon! My English teacher wouldn't agree, but he would think the satire was funny.

Rob Cook
Blackstone, MA

Robby — Thanks for your letter to the *Make A Dumb Wish Foundation™* petitioning us to do a satire of *Death Of A Salesman*. Unfortunately, as many readers already know, it is against MAD policy to mock and ridicule the dead. Therefore, we will not be doing a takeoff on the late Willy Loman. It's sad to think that if Arthur Miller had written *Death Of A Salesman* today, with all the new medical technology available to us, Willy might have been saved and still be alive and selling today! —Ed.

SOPHIE'S CHOICE

It is depressing how few female readers you have. I wonder if this is because there is some unwritten "no girls allowed" rule that I am unaware of? If this is the case, I will consider getting a sex change. Do you know of anywhere that I can get one cheap?

Sophie Johnson
Portland, OR

Johnson's Wax — We have taken the liberty of forwarding your letter to long-time MAD contributor Duck Edwing, who has undergone not one, but two sex change operations and has extensive firsthand knowledge in the gender bender department! Duck assures us that a sex change operation is not that big of a deal so long as you don't make the same mistake he did and forget to ask for anesthesia! Best of luck, whichever way you go! —Ed.

HARPER'S AND CARPERS

I have a subscription and I receive your magazine on the same day as I get *Harper's* magazine. Is this a conscious effort on the part of MAD to make your product seem even less intellectual?

Jake Schepps
Nederland, CO

Less Than Jake — No, when we consciously want MAD to appear less intellectual, we print stupid letters from morons, moron! —Ed.

HOW TO REACH US

Please address Correspondence To:
MAD, Dept. 414, 1700 Broadway, New York, New York, 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope! MAD doesn't read faxed submissions!

MAD MUMBLINGS @MADMAG.COM

I sleep in a remote controlled bed — Volcabbage...Aging is like underwear, it creeps up on you — Reaper...I know a song that gets on everybody's nerves...but I won't sing it right now — Big Bro...Mimes generally live in Antarctica — FreakOfNature...I like to spend a quiet evening with binomial nomenclature — GoodBick...Trendiness is the farthest thing away from Godliness! It's like crap-piness — SammyB33...Hey my wall tastes like a clock — FREEfall72...Help help! My pet rat is stuck in my ear! Someone help — NoRules487.





the troublemaker

He likes it sour. **sun** in your eye sour.
MONSTER WEDGIE SOUR.

and **THEN**, all of a sudden,
he goes **SWEET** On **YOU**.

What gives.

We wanted them to be Life Savers.
They don't care what we want.

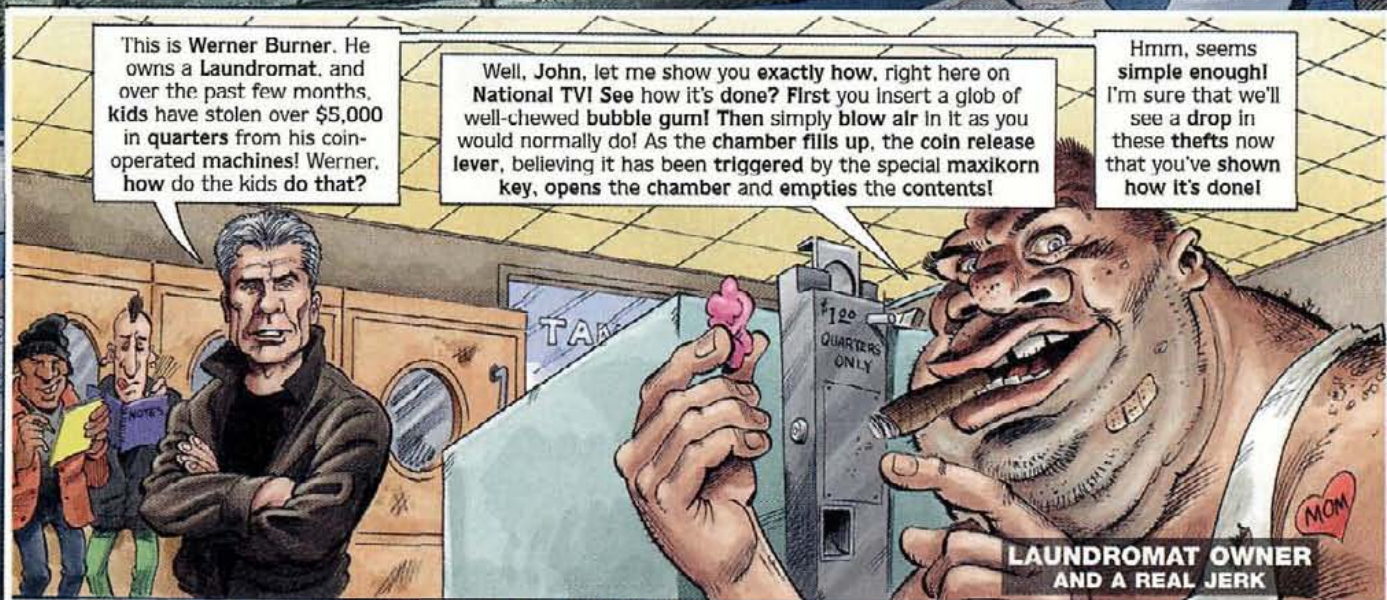
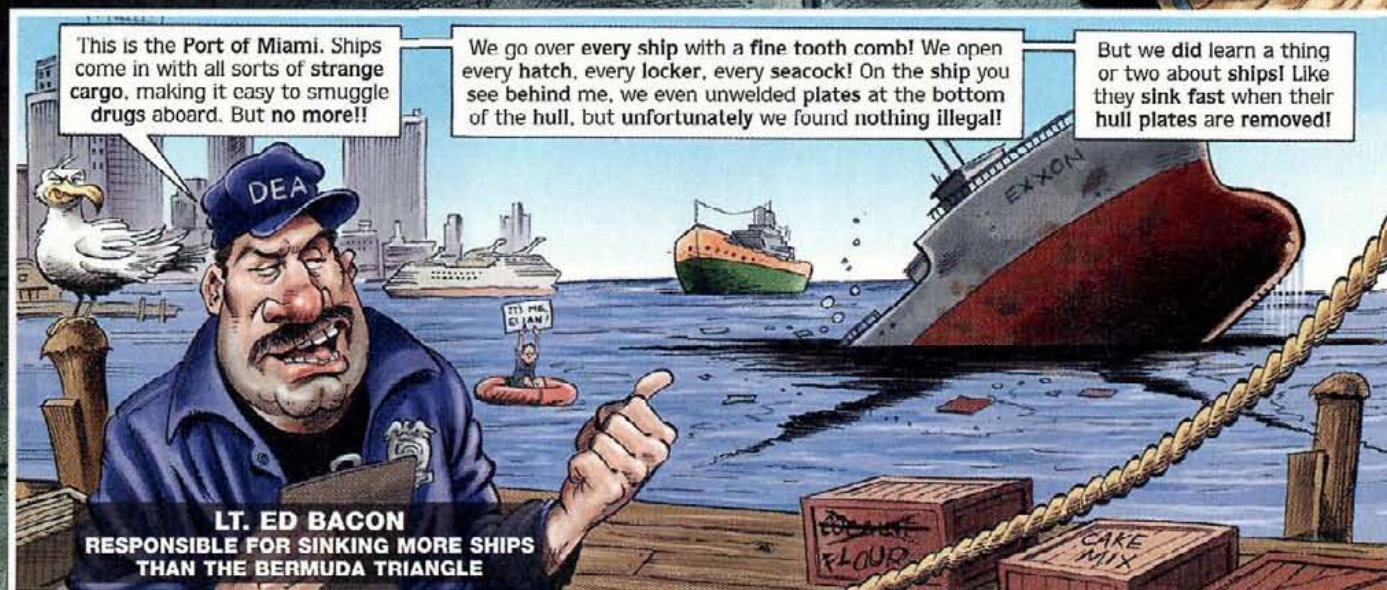


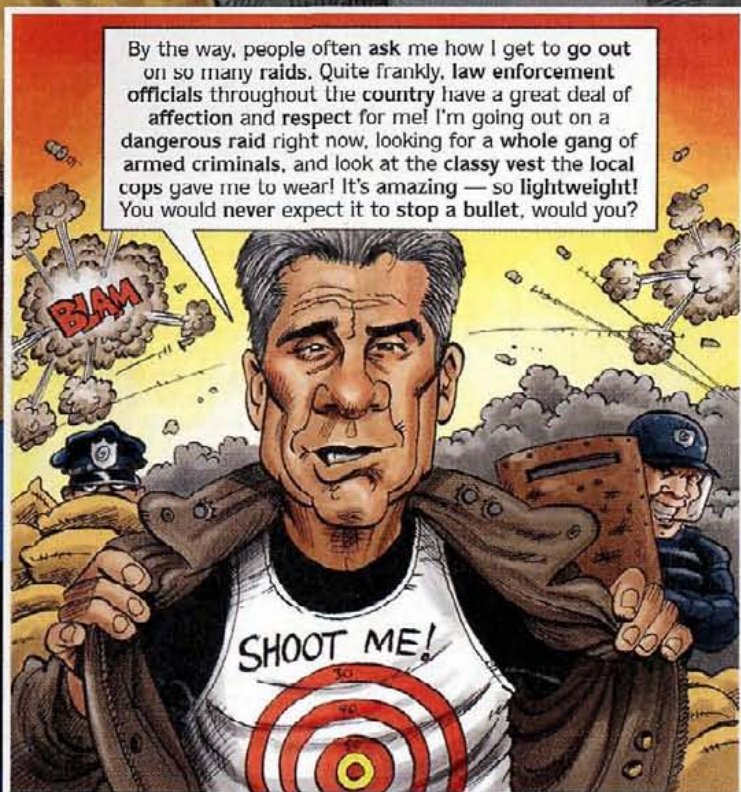
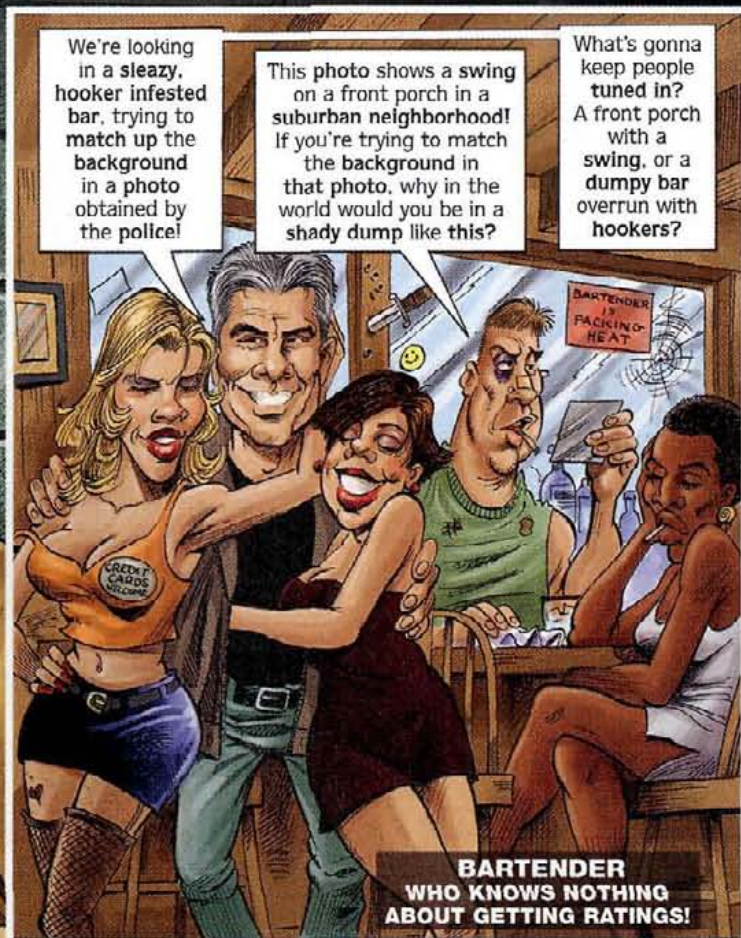


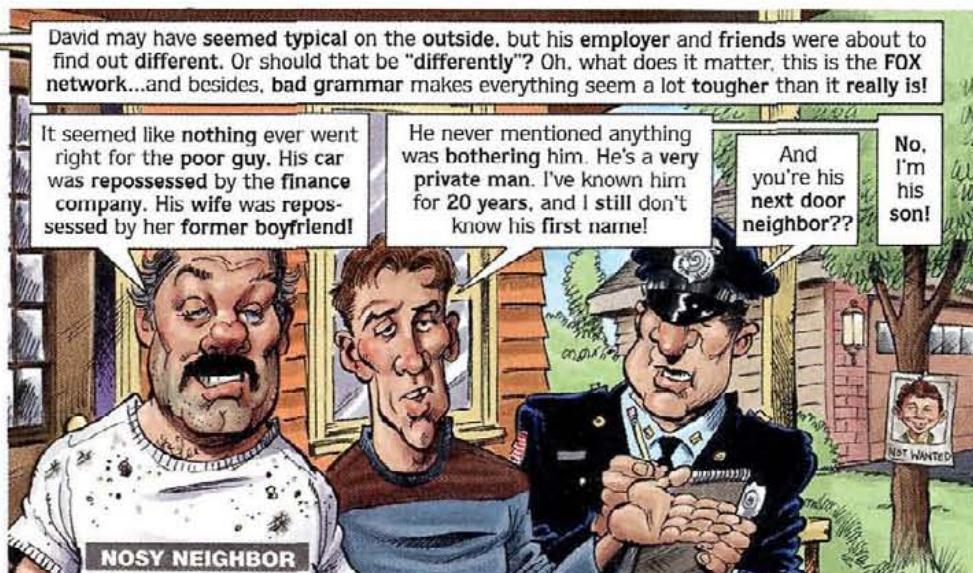
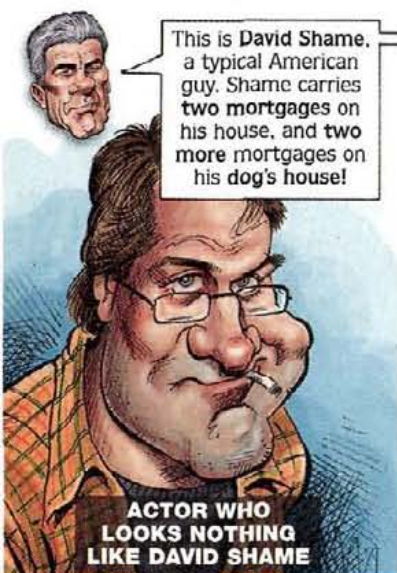
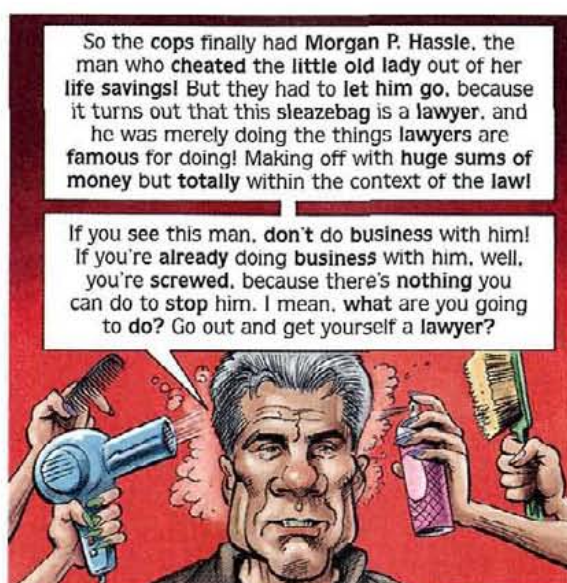
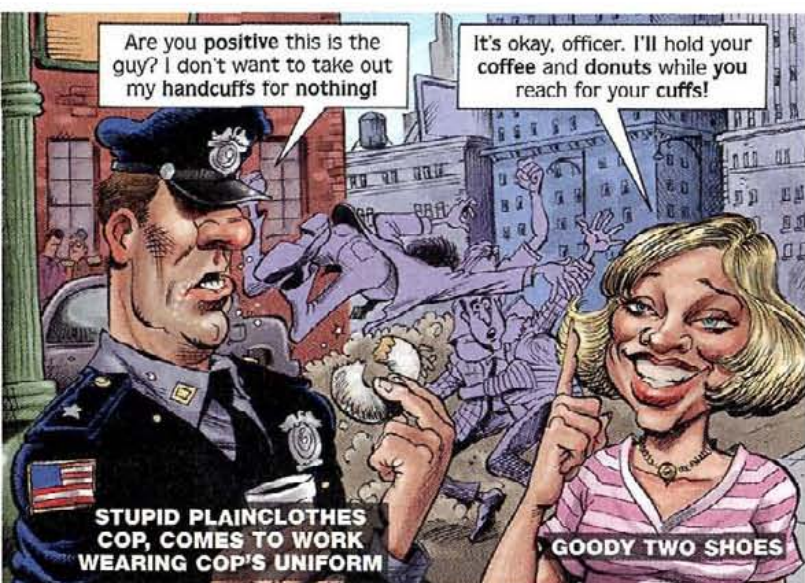
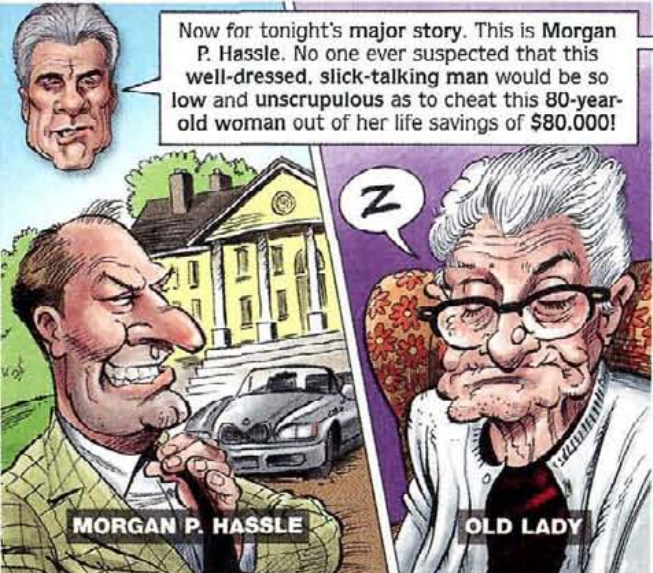
I'm Yawn Wash, and this is

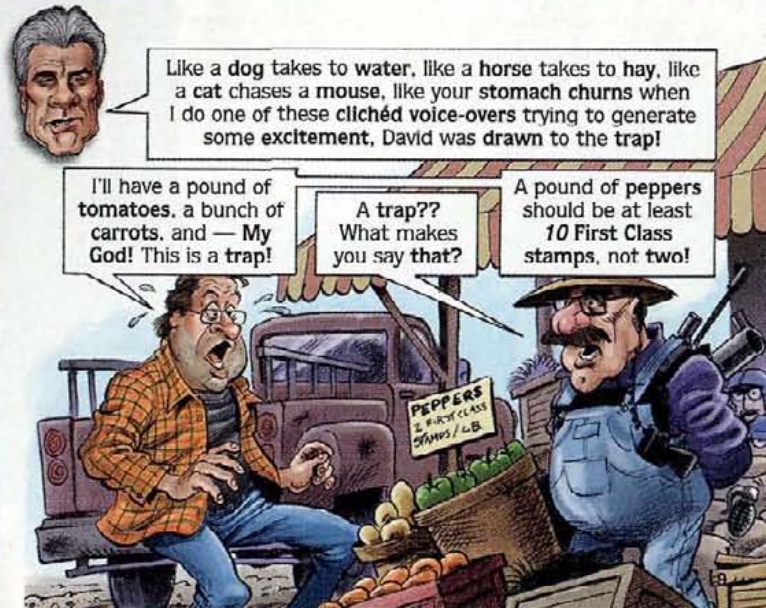
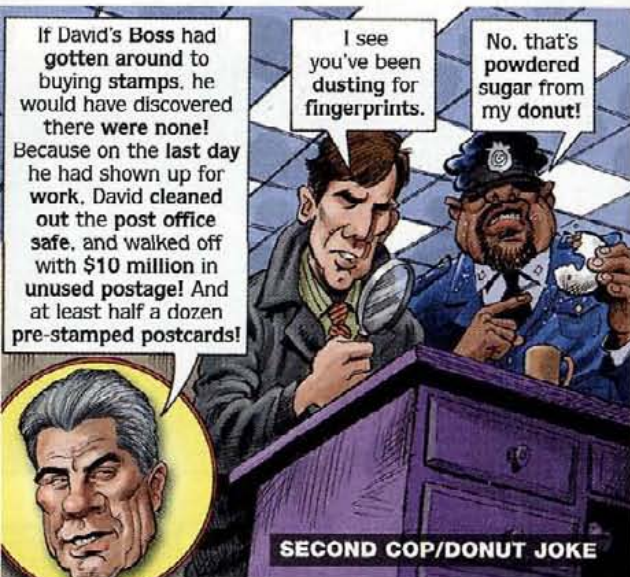
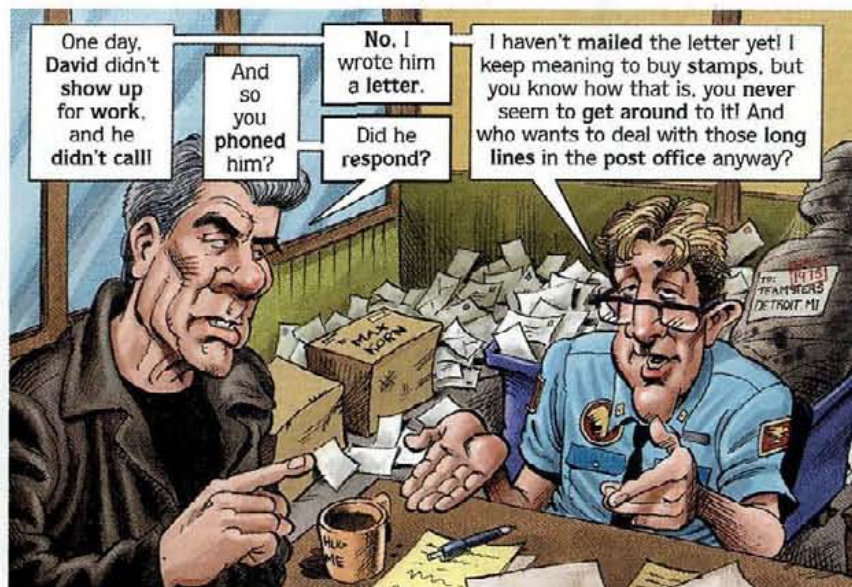
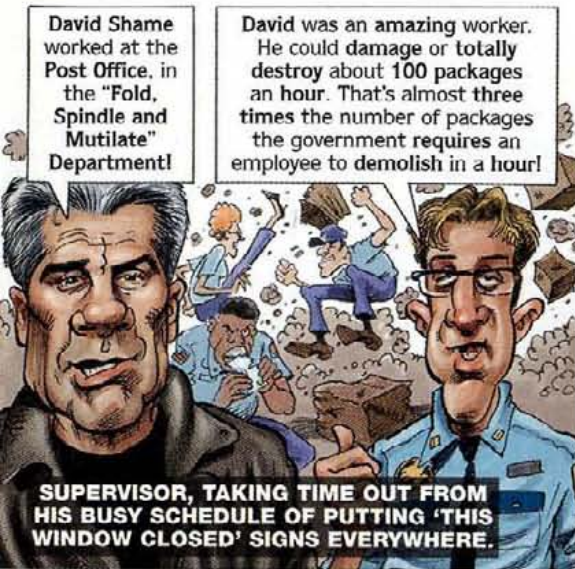
AMERICA'S MOST WANTON!

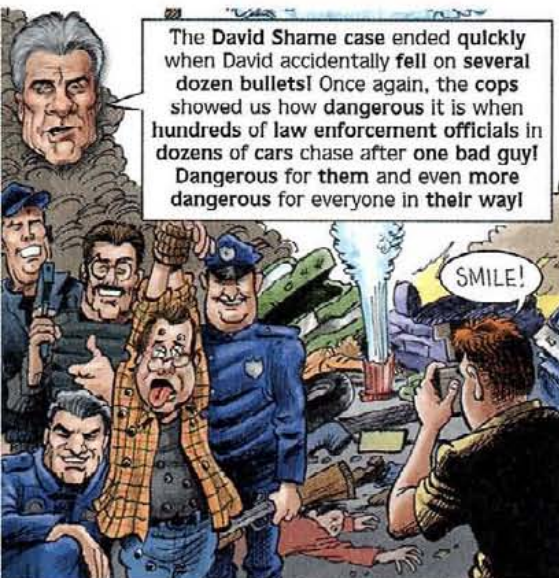
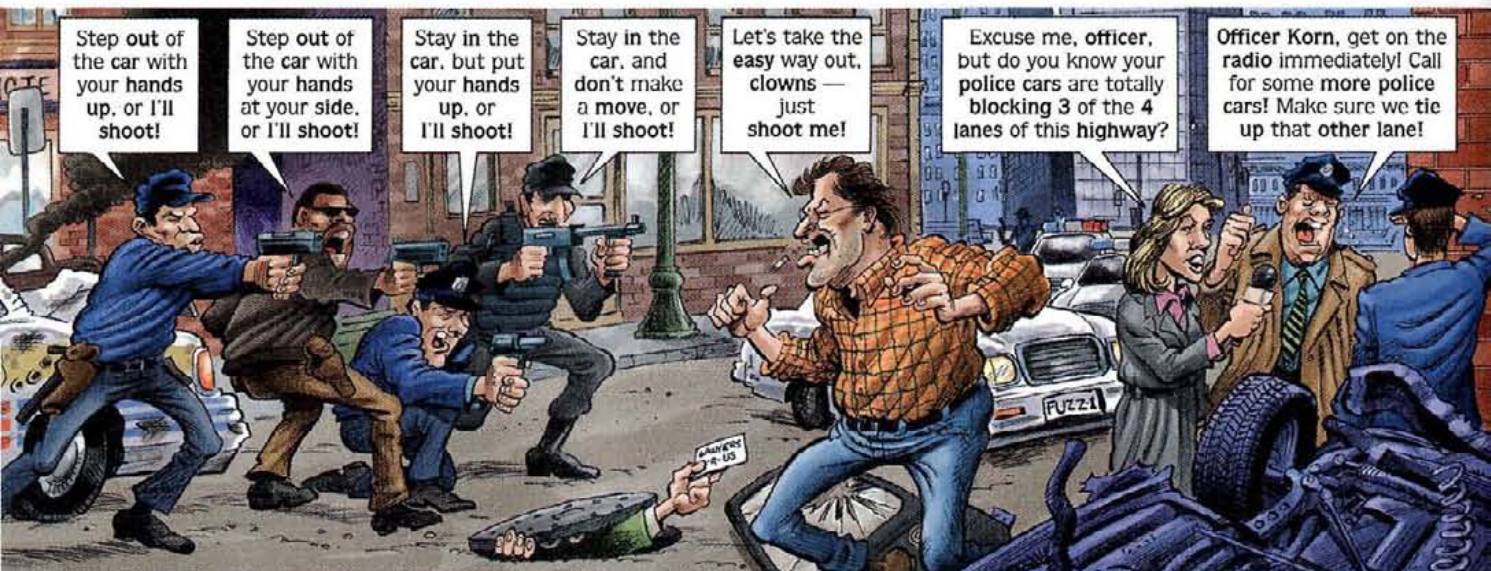
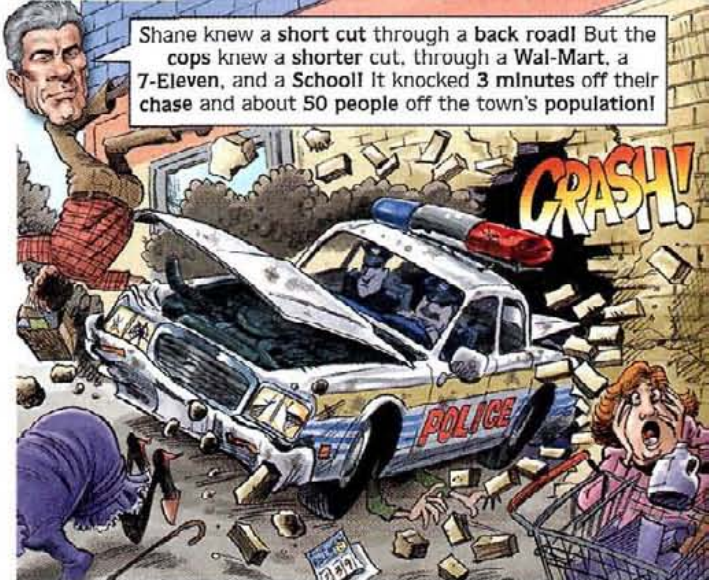
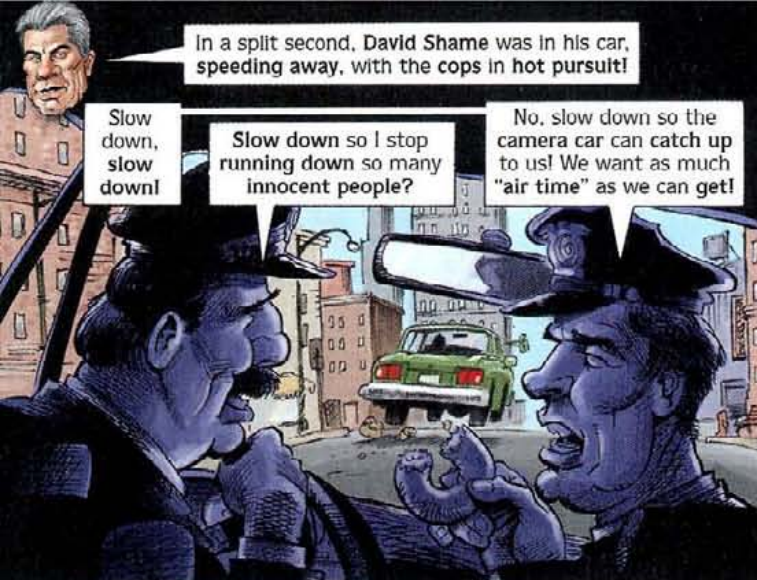
As host, I am America's Most Lacking! Lacking in personality, charm and on camera presence! Tonight, on America's Most Wanton, you'll see how your tips have helped solve crimes, but more importantly, how your tips helped make lazy, incompetent detectives who haven't got a clue look far better than they are! Thanks to our program, hundreds of lawmen across the country sit in smoke-filled rooms, playing poker and watching TV, knowing that "eagle eye" citizens like you will spot wanted criminals, then phone in tips and do their jobs for them!

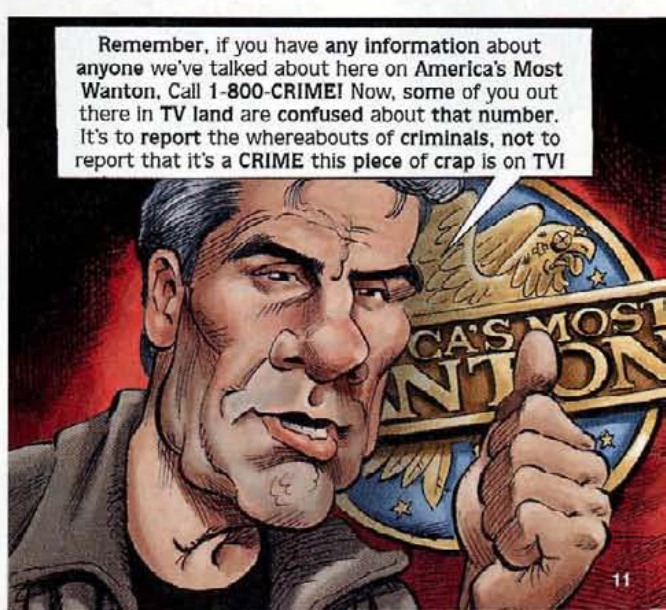
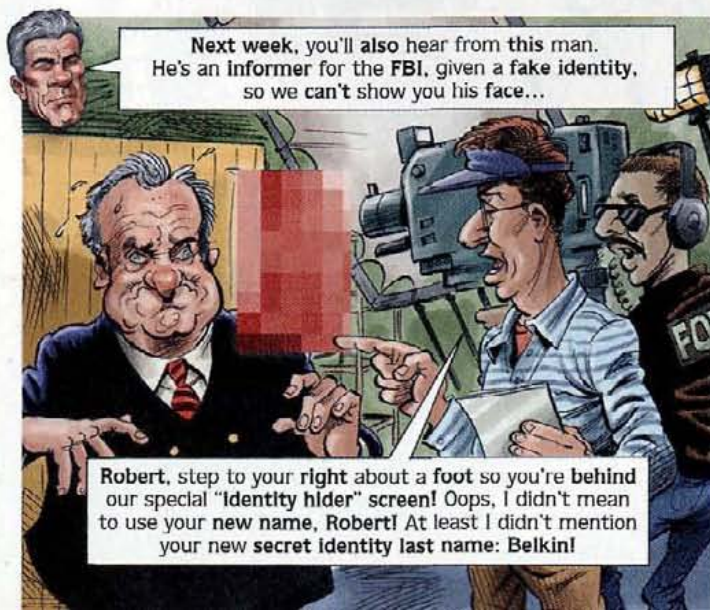
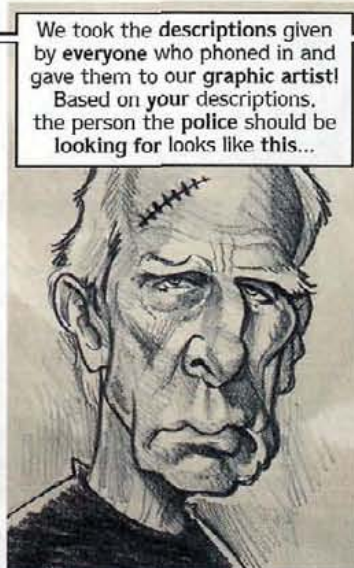
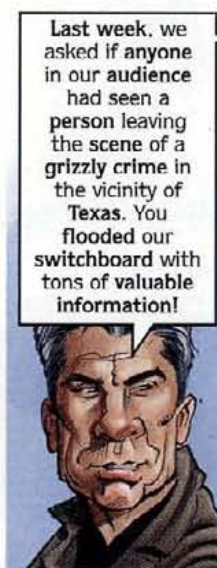
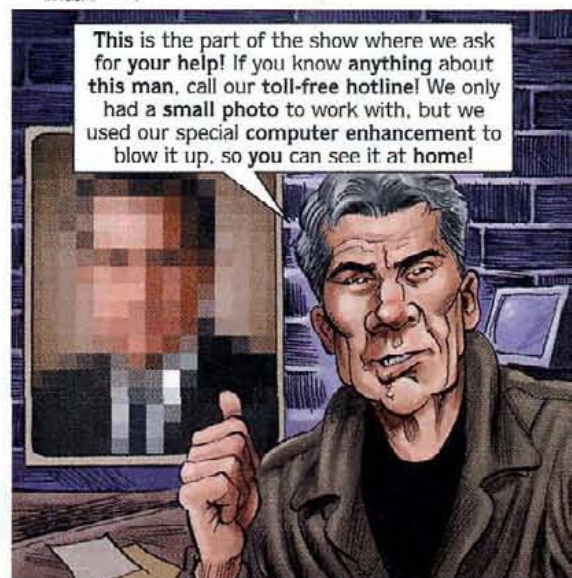
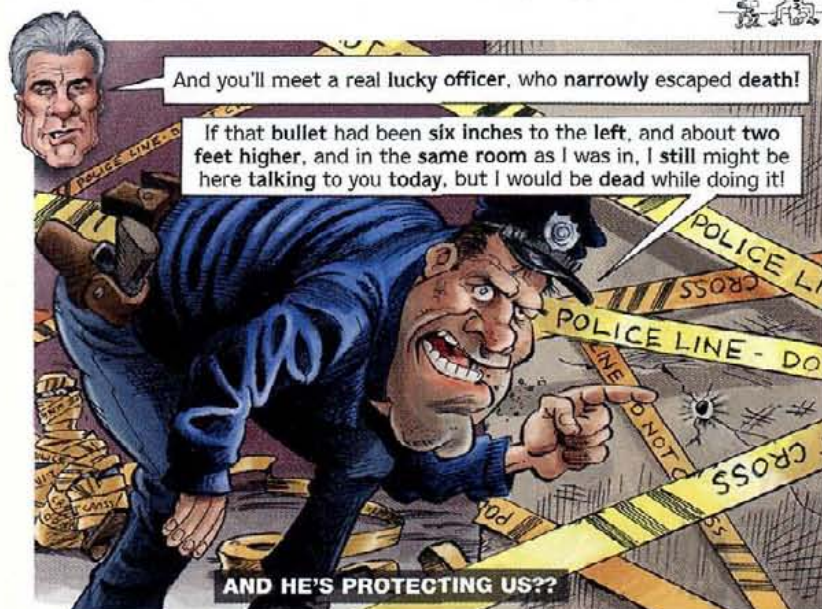














Is there anything more thrilling than when first beginning a relationship? Someone new. Maybe this one is THE ONE you've been waiting for your whole life! Ah, snap out of it! Most relationships fail! They fail miserably! It's only a matter of time. But don't be depressed. We're here to help you save tons of time, money, energy and phone calls to Dr. Drew and Adam! How, you ask? By letting you know when to bail out fast and early from a doomed relationship. How, again you ask? (Hey, maybe your relationships fail because you ask too many freakin' questions!) By clearly and concisely pointing out to you...

SOME LESS-THAN-SUBTLE INDICATIONS THAT YOUR FAIRY TALE ROMANCE ISN'T GOING TO HAVE A HAPPY ENDING

ARTIST AND WRITER: JOHN CALDWELL

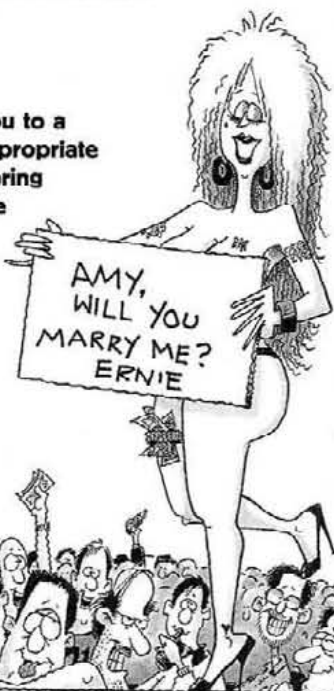


He compares your every move to his mother — including French kissing

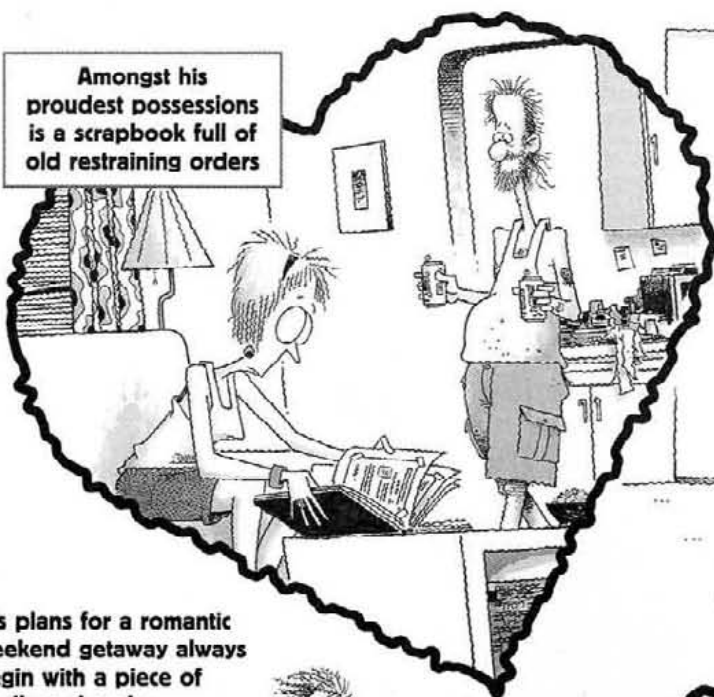


Romantic candle-lit dinners are beginning to not work out, what with her being a one-woman crusader to bring binge and purge eating disorders out from dank, filthy toilet stalls and into the open

He drags you to a less-than-appropriate setting to spring one of those surprise public marriage proposals



Amongst his proudest possessions is a scrapbook full of old restraining orders



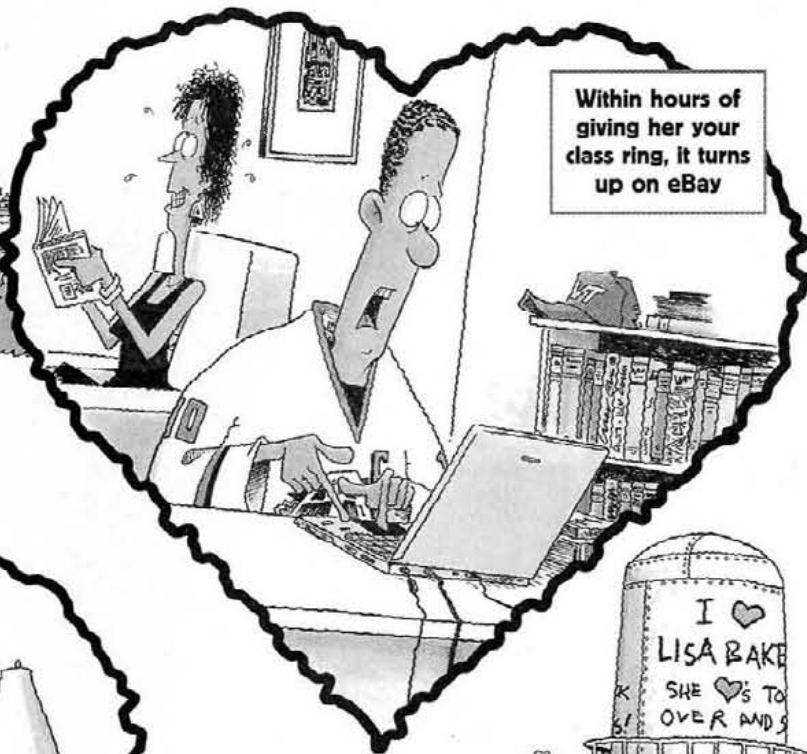
Whenever the subject of sexual role-playing comes up, he invariably chooses a character from *Star Trek*



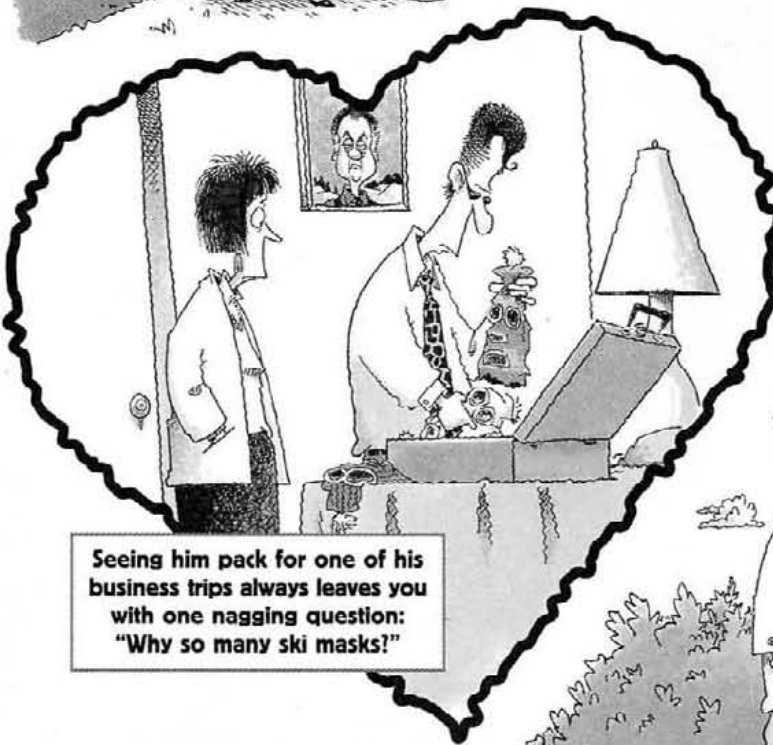
His plans for a romantic weekend getaway always begin with a piece of cardboard and a felt-tip marker



Within hours of giving her your class ring, it turns up on eBay



Seeing him pack for one of his business trips always leaves you with one nagging question: "Why so many ski masks?"



As a gesture of his love, he climbs the town water tower and spray paints your name...and your expertise at certain sexual acts



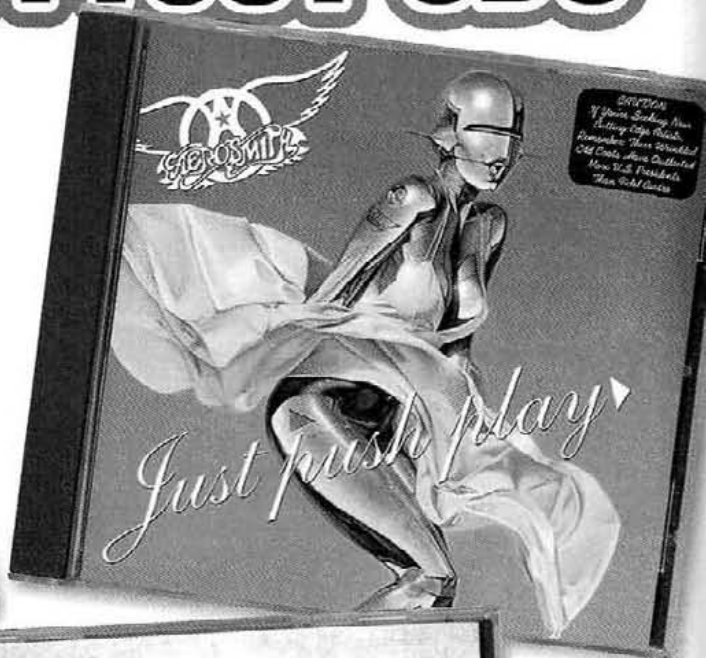


Back in 1984, Tipper Gore began her campaign to clean up rock music. And after 17 years of work, we can see how much good she accomplished. Thanks for caring, Tipper! Today's music contains SO much less sex, cursing and shock value than it did in 1984! Before Tipper's involvement, teens could hear Prince sing about rubbing himself in private. Now, teens have implants, incurable STDs and rub themselves on MTV karaoke shows! When it comes to campaigns, Tipper's was even more of a crushing disaster than her dopey husband's. And we're grateful! If labeling hadn't been such a complete flop, we wouldn't still be printing articles like...

EVEN YET STILL FURTHER MORE BADLY-NEEDED WARNING LABELS FOR TODAY'S HOTTEST CDS



#7 IN A SURGICAL SERIES:
Flip All Her Album Covers,
and Watch Her Face Morph



CAUTION: This CD Sounds Best When Played at Daybreak in a Sheep-Filled Glen, Behind an Ivy-Swathed 16th-Century Monastery, When the Dappled Sunlight Glints and Dances Like Fairies on the Morning Dew. Anywhere Else, It Bites Hard.

CAUTION: This CD Sounds Best When Played at Daybreak in a Sheep-Filled Glen, Behind an Ivy-Swathed 16th-Century Monastery, When the Dappled Sunlight Glints and Dances Like Fairies on the Morning Dew. Anywhere Else, It Bites Hard.



WARNING:
ONE MORE FRIED
CHEESE PATTY AND
HER NEXT NICKNAME
WILL BE "JEL-LO"

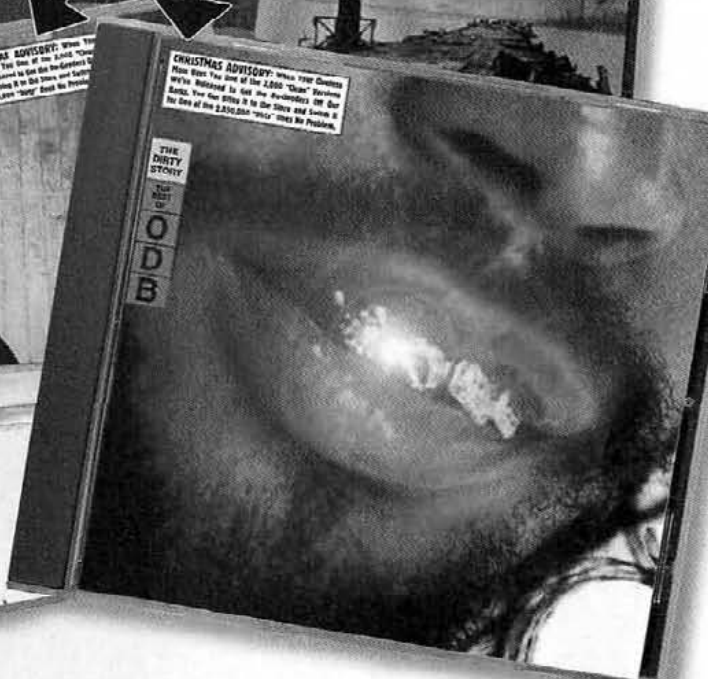
CHRISTMAS ADVISORY: When Your Clueless
Mom Buys You One of the 3,000 "Clean" Versions
We've Released to Get the Do-Gooders Off Our
Backs, You Can Bring It to the Store and Switch It
for One of the 2,850,000 "Dirty" Ones No Problem.



WARNING:
ONE MORE FRIED
CHEESE PATTY AND
HER NEXT NICKNAME
WILL BE "JEL-LO"



CHRISTMAS ADVISORY: When Your
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We've Released to Get the Do-Gooders Off Our
Backs, You Can Bring It to the Store and Switch It
for One of the 2,850,000 "Dirty" Ones No Problem.

CAUTION:
*If You're Seeking New,
Cutting-Edge Artists,
Remember: These Wrinkled
Old Coots Have Outlasted
More U.S. Presidents
Than Fidel Castro*

NOTE: Incredibly, Fans
of Backstreet Boys
and 'N Sync May Find
This Band a Little Too
Fake for Their Tastes



NOTE: Incredibly, Fans
of Backstreet Boys
and 'N Sync May Find
This Band a Little Too
Fake for Their Tastes

**CONSUMER
REALITY CHECK:**
Let's Face It,
This Guy's
One and Only
Greatest Hit Was
Nailing Faith Hill



**CONSUMER
REALITY CHECK:**
Let's Face It,
This Guy's
One and Only
Greatest Hit Was
Nailing Faith Hill

WRITER: DESMOND DEVLIN

EVEN YET STILL FURTHER MORE BADLY NEEDED WARNING LABELS FOR TODAY'S HOTTEST CDS

DANGER:

For These Fortysomething VH1 Relics, a "Wild Night" Involves a Bag of Pepperidge Farm Cookies and Staying Up Until Leno

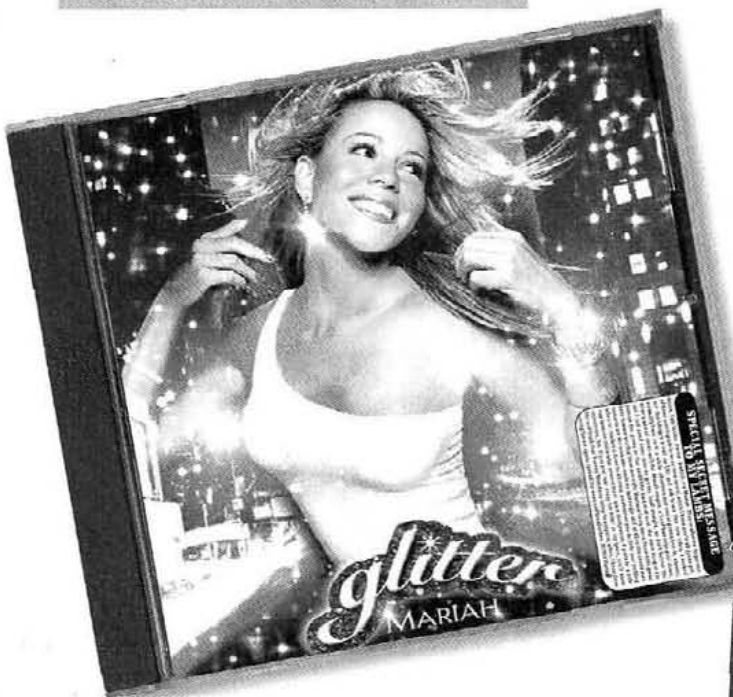


DANGER:

For These Fortysomething VH1 Relics, a "Wild Night" Involves a Bag of Pepperidge Farm Cookies and Staying Up Until Leno

SPECIAL SECRET MESSAGE TO MY LAMBS:

Hiiiya, baby lambs, it's me. Yeahhh, it's Mariah. They're after me to put one of those warning labels on my new record, which I know you're all gonna get, and don't forget to call up TRL and ask to see that new video. I worked reaaaally hard on it, a whole afternoon and you're gonna love it, anyway, there's a lot of stress with the Mariah empire, a lot of bad muju goin' down, and I just need some time to get my head straight, so don't believe the rumors, I'm gonna be fine and I'll be back real soon, the main thing is I'm here to warn you that there are eight Martians in my trees, those little green bastards are the ones who made my last single stall at #2 on the charts even when we marked it down to 49 cents, so whatever you do, hide your pudding cup because that's what powers their space trampolines, I gotta be a little mysterious, but if you just take every 5th letter in my lyrics, you'll know the real truth that Tommy Mottola is trying to suppress, yikes, I hear them coming for me again, spread the word and breathe free, XOXO Mariah



WARNING:

If You Think There's Another Song on This Album Worth Hearing, You Gotta Be High. If You Think This Guy'll Ever Have Another Hit, You Gotta Be High. If You Spend Your Money On This, We Know Why. (Why, Baby?) Your I.Q.'s Not High, Your I.Q.'s Not High, Your I.Q.'s Not High. La La La Da Da.



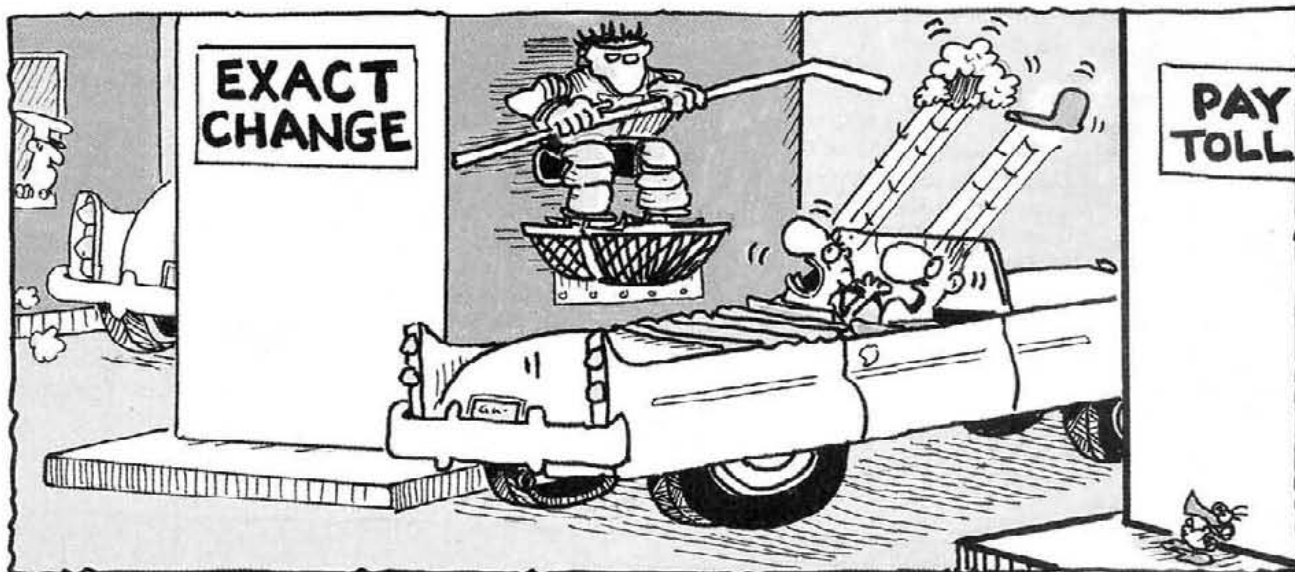
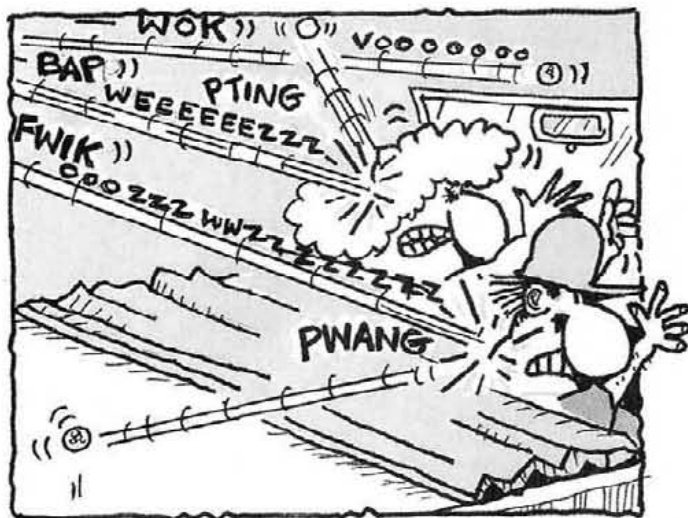
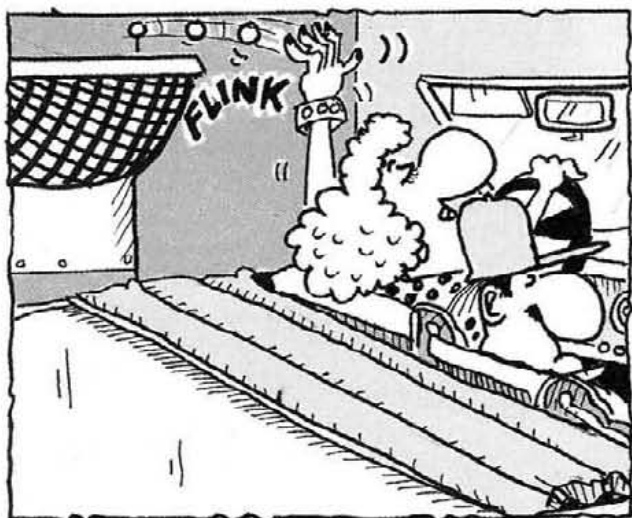
WARNING:

If you think there's another song on this album worth hearing, you gotta be high. If you think this guy'll ever have another hit, you gotta be high. If you spend your money on this, we know why. (Why, baby?) Your I.Q.'s not high, your I.Q.'s not high, your I.Q.'s not high. La la la da da.



**TALES FROM
the DUCK SIDE**

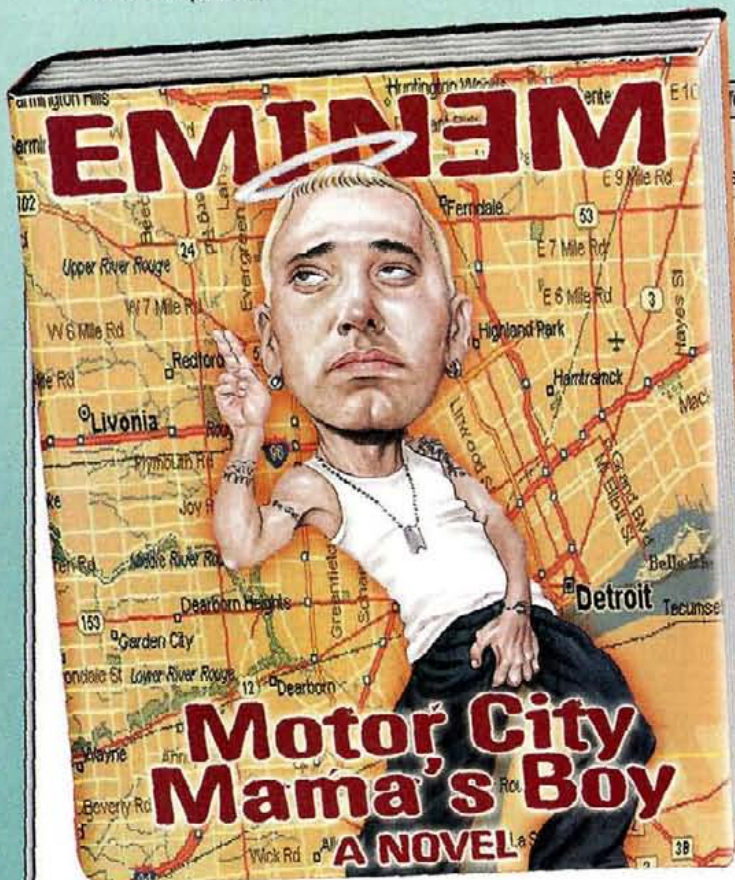
A TOLL OF TWO CITIES





By now, you've all heard about how Britney Spears wrote a best selling, "semi-autobiographical" young adult novel entitled *A Mother's Gift*. You've probably also heard about how Justin Timberlake of 'N Sync is working on a young adult novel, called *Crossover Dribble*. Well, here's what we can expect...

WHEN OTHER TEEN IDOLS JU



Motor City Mama's Boy: A Novel
by Eminem

Book Description:

Everyone knows that "Raisinette," aka Buford Blathers, is the toughest O.G. on the mean streets of Detroit. But no one knows about Buford's sensitive side. How he loves his saintly, gray-haired mother and his ever-faithful girlfriend, Kim. How he works to help pass meaningful anti-hate crime legislation during his after-school job working for Senator Dre. How he wishes to unite the world with the healing power of rap...

Editorial Review
From Rolling Stone

Yes! Yes! This is what I've been saying all along! Eminem proves himself to be a brilliant author as well as a brilliant rapper/poet! And I'm not just saying that because the record company paid me to write this review! I really mean it! Really! A must for lovers of great literature everywhere (and best appreciated while tripping on Ecstasy).

Customer Review of the Day

(26 out of 27 people found this review helpful)

Et Tu, Eminem? ★★★★★

Reviewer: **KittKatt**, from Oakland, CA

Yo, what the hell is this s**t? Em, how you gon' play me like that, writin' a book about helpin' fags and whatnot? But the worst part of this book is when you — I mean "Raisinette" — eats a pint of strawberry Häagen-Dazs with his wife while watching *Ally McBeal*, and then cries because Ally still can't find true love! What kind of ill s**t is this? Damn! Call me when you grow some testosterone, Gertrude!

Motor City Mama's Boy: A Novel



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COMPUTERS

OUTDOOR LIVING

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CORPORATE ACCOUNTS

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USED BOOKS

Availability: Usually ships whenever we damn well feel like it

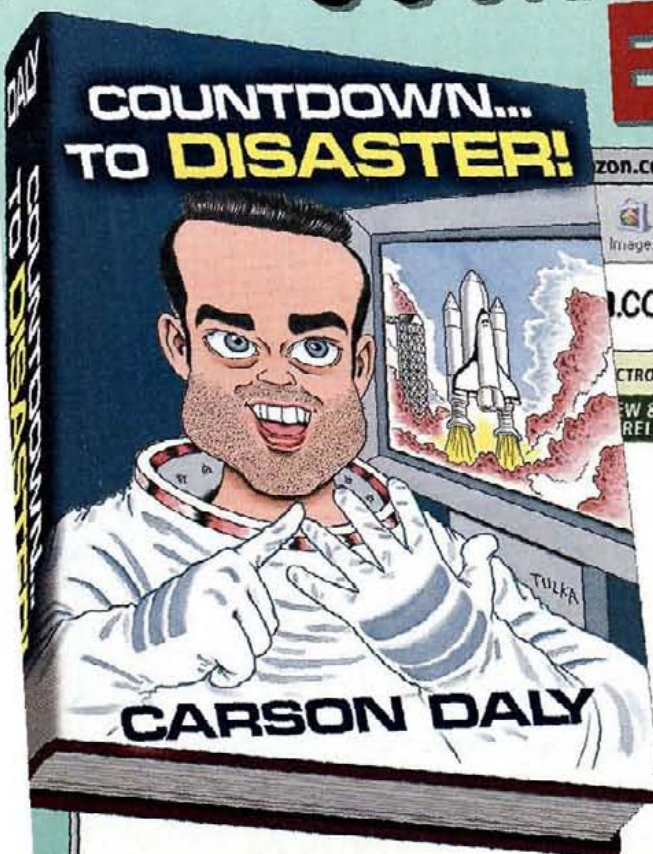
Add gift wrap or dew rag

Shamazon.com Sales Rank: .0002

Customers who bought this book also bought:

- *Words To My Mother: A Memoir* by Vanilla Ice
- *The Seven Habits of Highly Effective Black Men*
- *Trapped In White Men's Bodies* by Kid Rock
- *Poems In Praise of Beating Your Wife* by Ike Turner

MP ON THE YOUNG ADULT NOVEL BANDWAGON



Countdown...To Disaster!

by [Carson Daly](#)

Book Description:

Stewart Weekly is a hot-shot, stubble-faced young NASA mission control supervisor. His job (and it's the most important job in all of NASA!) is to recite the countdown for the space shuttle launch. No one can say those countdowns like "ol' golden throat" Stewart Weekly. But one day, Stewart contracts TRL (Throat Ravaging Laryngitis)! Oh no! With no one to do the countdown, the shuttle could explode! Innocent lives could be lost... unless Stewart can learn sign language in time, that is!

Editorial Review From Starlog

Mr. Daly has accurately captured the struggle of our heroic men (and women) of NASA. The only thing that perturbed me about the book was its author's shaky grasp of scientific jargon. For example, what he innocently terms a "TV-screen-type doohickie" is in reality a "computer monitor," and the "clock-like thingamabob" in the shuttle's cockpit is more commonly known as a "gauge." However, Mr. Daly can be forgiven such relatively minor oversights, as he is the first novelist to truly acknowledge the bravery, roguish good looks and manly stubble many of the men (and women) of NASA truly possess.

Customer Review of the Day

(The top 10 most requested people found this review helpful)

That Cow Tara Reid Never Deserved You! ★★★★★★★★★★

Reviewer: Naomi from Nome, Alaska

Hey, what's up, Carson! I've been waiting outside your Times Square studio for four straight weeks holding a sign that says, "I drove all the way from Nome, Alaska so you could sign my copy of your new book!" I haven't been to school in over a month, my boyfriend dumped me, and I had to sell my car to pay for a room at the youth hostel. I don't care, though, because you rock! But I swear, Carson, if you don't send me an autograph this instant, I'm gonna murder your family! Oh, and also, 'N Sync rules! Wooooo!

zon.com: buying info: Countdown...To Disaster!

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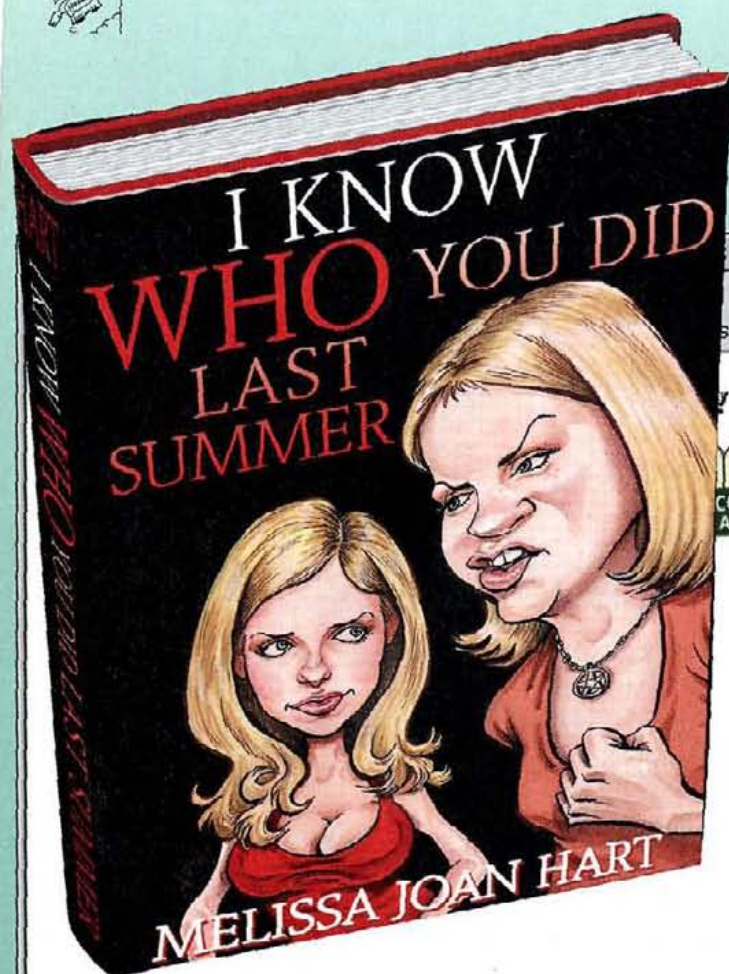
Availability: Usually ships live from our Times Square Studio!

Add gift wrap or tickets to O-Town concert

Shamazon.com Sales Rank: 010101

Customers who bought this book also bought:

- *The Five O'Clock Shadow Beauty Primer* by Richard Nixon, foreword by Fred Flintstone
- *Britney Spears' Grocery Lists, 1997-2000* by The Guy Who's Stalking Her
- *Can You Tell Me How To Get To Therapy Street: My Battle With Obsessive Compulsive Counting Disorder* by Count Von Count, formerly of Sesame Street



I Know Who You Did Last Summer
by [Melissa Joan Hart](#)

Book Description:

Sabrina Goodwich is the best lifeguard in Malibu. That is, until a more jiggly lifeguard named Buffy Pillows steals her boyfriend by giving him "mouth-to-mouth." Distraught, Sabrina's career plummets and she's demoted to lifeguard duty at a kiddie pool in WB Park, while Buffy becomes a local hero whose breasts are declared a national landmark. Now, with the Intramural Lifeguard Competition coming up, Sabrina has her chance to prove that Buffy is nothing more than an unfriendly, duplicitous, dishonest, crooked, swindling, fraudulent, deceitful, lying, cheating, two-faced, conniving, back-stabbing, skanky, slutty, bitchy, putrescent, execrable, vomit-spewing DEMONIC BASTARD SPAWN OF LUCIFER WHO DESERVES A STAKE THROUGH HER EVIL HEART!!! The feel-good novel of the year!

WHEN OTHER TEEN IDOLS JUMP ON THE YOUNG ADULT NOVEL BANDWAGON



Availability: Usually ships during a full moon
Add gift wrap or impenetrable magic spell
Shamazon.com Sales Rank: 666

Customers who bought this book also bought:

- *Playboy's Girls of the Occult* edited by Hugh Hefner
- *Softcore Lesbian Catfights for Dummies* by Jerry Springer
- *The Crucible 2: Electric Boogaloo* by an increasingly senile Arthur Miller

Editorial Review
From Tiger Beat

Psst! Watch your back, Stephen King! There's a new horror author in town named Melissa Joan Hart, and she's takin' you to school, fool! Her book may not have any of your oh-so-important "integrity," or your hoity-toity "plot complications," and heck, the pages may not even be "numbered correctly," but this book does have something your books don't: an introduction by pre-teen hottie Aaron Carter!

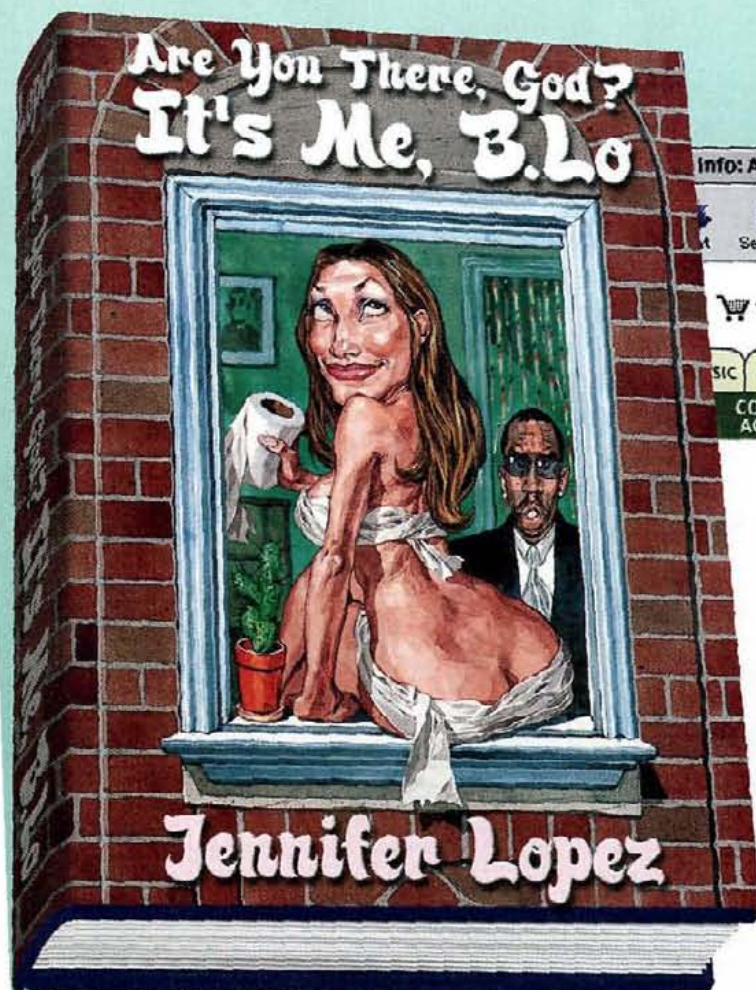
Customer Review of the Day

(1 out of 200,000 people found this review helpful)

The Greatest Story Ever Told! ★★★★★

Reviewer: **Elmer Perv**, Militia, Mich.

I'm a 38-year-old Kinko's night manager who lives in my parents' basement, and when I'm not downloading badly-doctored nude pics of Jennifer Love Hewitt off the internet, I love to unwind with a book like this. A must have for every "truck-stop Romeo" out there who's waiting for the Olsen Twins to turn 18!



**Are You There, God?
It's Me, B.Lo**

by Jennifer Lopez

Book Description:

Jessica "B.Lo" Buttocks runs "Boobs, Butt and Beyond," the most successful clothing boutique in the Bronx barrio. She specializes in dresses made of tissue paper, cobwebs, even plate glass — anything see-thru, to accentuate the customer's boobs, butt and beyond! Yep, "B.Lo" Buttocks has a good head for business, but her rap impresario boyfriend, F. Stop, just might put a hole in that head!

Editorial Review

From *VOGUE*

"Are You There, God? It's Me, B.Lo" features the most beautifully-detailed descriptions of a haute couture clothing line I've ever read. Unfortunately, you can't actually see pictures of the clothing, so what's the point of reading this book? What, you're going to read it for the story? Please! You might as well read our magazine instead!

Customer Review of the Day

(50 out of 100 people found this review helpful)

Cease And Desist, Sista! ★★★★★

Reviewer: J. Cochran, from NYC

I am the legal counsel for a mister Sean John Combs, aka "P. Diddy," aka "Puff Daddy," aka "El Papa De Poof," aka "Shecky." My client is currently engaged in a libel lawsuit with Ms. Lopez over the publication of her young-adult novel "Are You There, God? It's Me, B.Lo," which does willfully depict a character named "F. Stop," who is frighteningly close in physical description to my client, right down to his "pitch-black Ray-Bans which conceal his evil, soulless, demon eyes." Furthermore, the description of the F. Stop character violently shooting up a nightclub "like a demented Elmer Fudd during wabbit season" is just plain slanderous, as is the scene with the chicken... (click here for more)

Info: Are You There, God? It's Me, B.Lo

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Add gift wrap or see-thru sarong

Shamazon.com Sales Rank: 36-28-42

Customers who bought this book also bought:

- *The Girls' Guide To Pimping and Ho'ing* by Lil' Kim
- *Chicken and Waffles: It's A Good Thing—An East Hampton Cookbook* by Martha Stewart and P. Diddy
- *Chicken Soup For The Booty* by Beyoncé



Many students have bright futures. Unfortunately for our hero, his future is but a repeat of his miserable past.

MONROE

and...

OPEN YOURSELVES UP TO THE FUTURE AND SEE WHAT EVER IT IS YOU CAN BE.

HEY, MONROE, BETTER FIND THE JANITOR AND TAKE A GOOD HARD LOOK.

I AIN'T GONNA BE NO JANITOR. LIKE MR. SADOWSKI SAYS, WE CAN BE ANYTHING WE WANT.

LET'S BE REALISTIC, MONROE. BESIDES, I CLEARLY WASN'T TALKING TO YOU.

HA!

SO IF I JOINED THE ARMY, WHEN WOULD I LEARN HOW TO RIP SOMEONE'S PULSING LUNG OUT?

YOU HAVE FIFTEEN MINUTES RIGHT NOW?

JOIN THE ARMY BE AWESOME BE A COG AWESOME MACHINE

CONVENTION CENTER CAREER DAY YOUTH JOB EXPO

ENTRANCE

...AND FINALLY JUST A DOLLOP OF HEAVY CHOCOLATE CREME FRAÎCHE!

WHAT GIVES OVER HERE?

WOULD YOU LIKE TO SAMPLE MY PORT REDUCTION COCOA BOUILLON-BAISSE?

SAMPLES! HELL YEAH! SO THIS IS LIKE THAT Costco SAMPLE GUY JOB OR SOMETHING?

Costco?! NO. THIS IS THE WORLD OF THE PALATE! A WORLD WHERE ALL THESE WOMEN CAN BE YOURS IF YOU CHOSE MY EXCITING PROFESSION!

DON'T TELL ME, PIMPING?

CHEF I AM NO PIMP, I AM CHEF ERNIE, MASTER OF CUISINE.

LOOK, OLD MAN, I WORK HARD ON THOSE MEALS AND I DON'T NEED TO HEAR YOUR COMPLAINING.

AND AS CHEF YOU ARE BEHIND THE SCENES WHERE NOBODY CAN POSSIBLY SEE YOU.

WHAT'S GOOD ABOUT THAT?

KIDDO, GET YOURSELF A FRIGGIN' MIRROR.

AND THE BEST THING IS, WHEN PEOPLE SEND A PLATE BACK, CHEF ERNIE SAYS WE CAN JUST SPIT IN IT.

MY SON, A COOK! UNBELIEVABLE! WHY DON'T YOU GO AHEAD AND CHOP OFF YOUR NADS SINCE YOU'RE OBVIOUSLY NOT USING THEM.

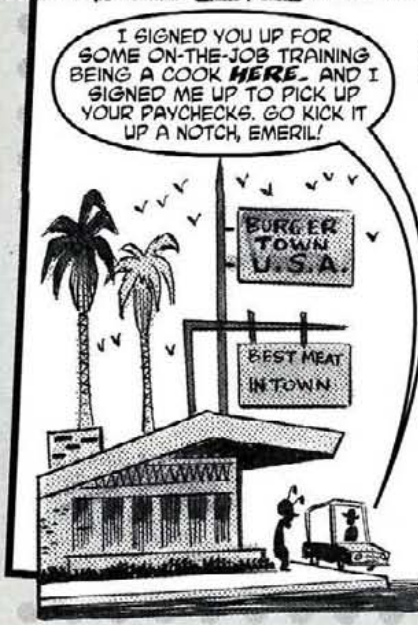
CHEF, HUH? MAYBE THE FOOD AROUND HERE WILL STOP TASTING LIKE THE DOG'S ASS!



THE YOUTH JOB EXPO



Monty DING-DONG!



Bill DRAV

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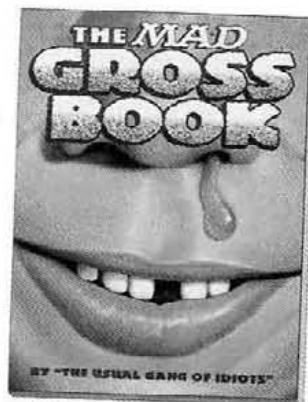
MAD: COVER TO COVER
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MAD Books,
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COLLECTOR'S PACKAGE
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Alfred E. Neuman as Batman
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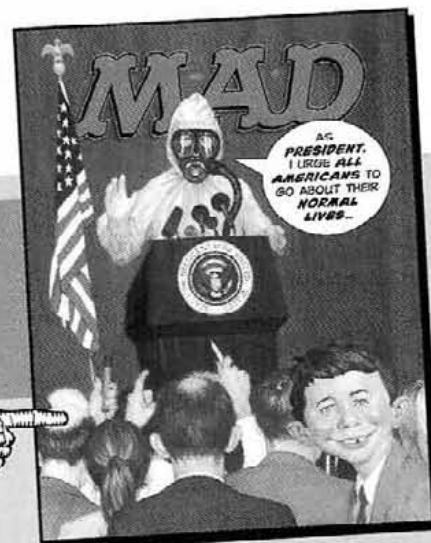
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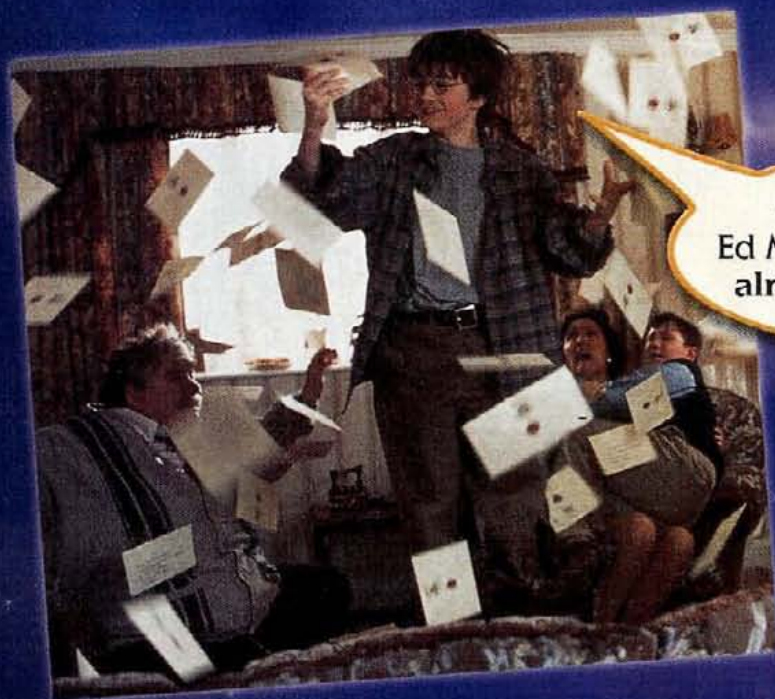




Harry Potter:

MISSING DIALOGUE

THEY WON'T EVEN INCLUDE
ON THE SPECIAL NINE-HOUR
COLLECTOR'S EDITION
COMMEMORATIVE DVD

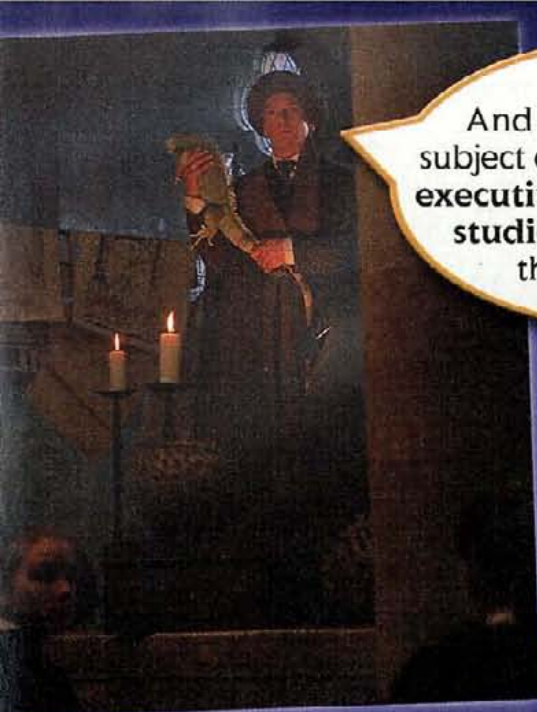


Check this out —
Ed McMahon says I may
already be a wizard!



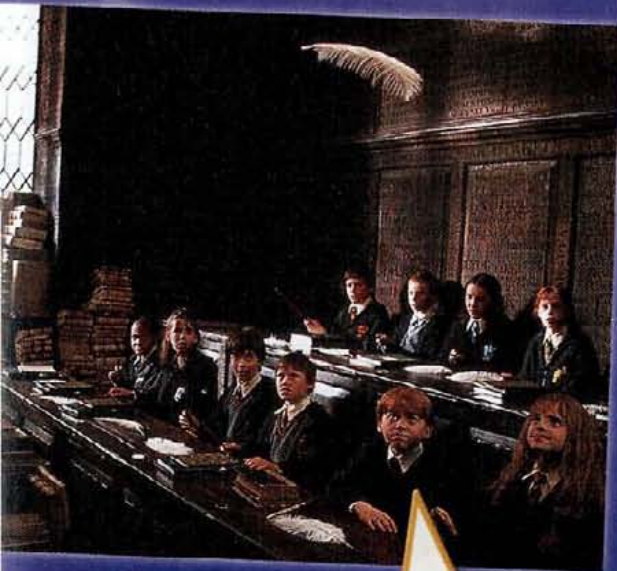
I heard a rumor
they're purposely
underfeeding us so we won't
get **too big** for our characters
before they shoot
the sequel!





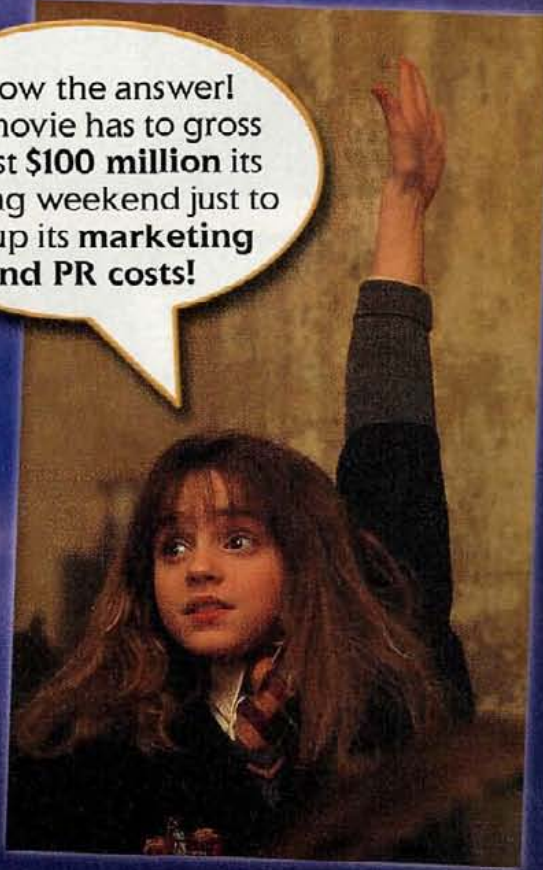
And while I'm on the subject of **slimy creatures**, executives from the **movie studio** will be **visiting** this afternoon!

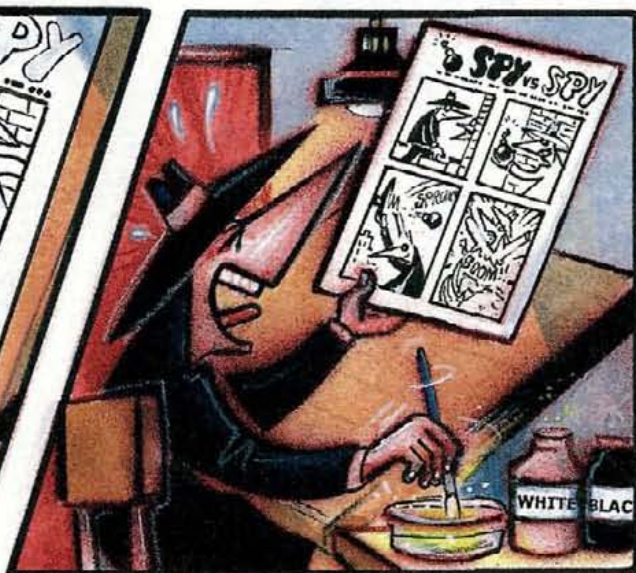
What a **brilliant ruse** — telling the teacher the **three-headed dog** ate yours, mine and Hermione's homework!

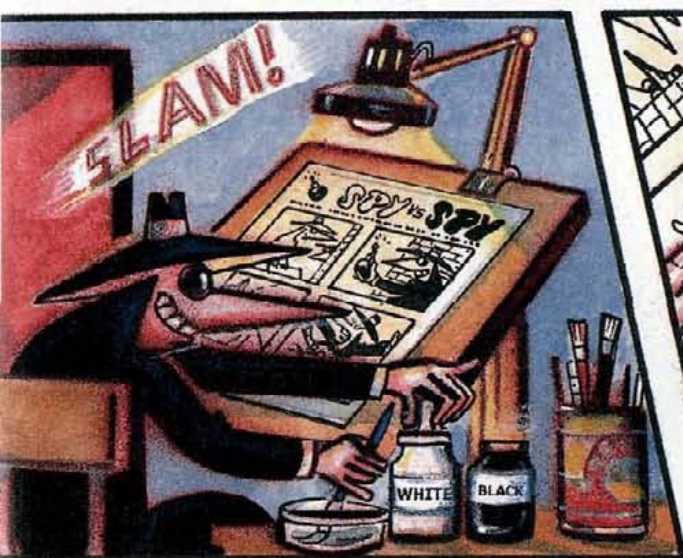


I know the answer!
This movie has to gross at least **\$100 million** its opening weekend just to recoup its **marketing** and **PR costs**!

Uh-oh.
That **feather** can only mean one thing — **Forrest Gump** has enrolled at **Hogwarts**!







KUPER

FOR WHOM THE BOOTH TOLLS





The Lighter Side of...

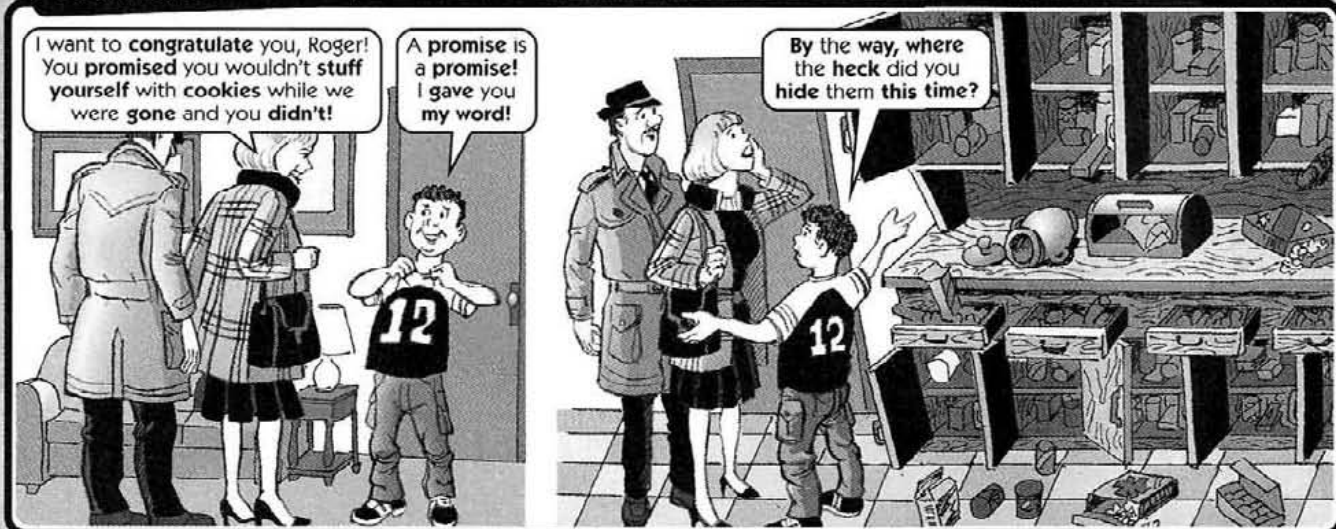


ARTIST AND WRITER: DAVE BERG
TONAL RENDERING: WILDSTORM

JUSTICE



COMMITMENT



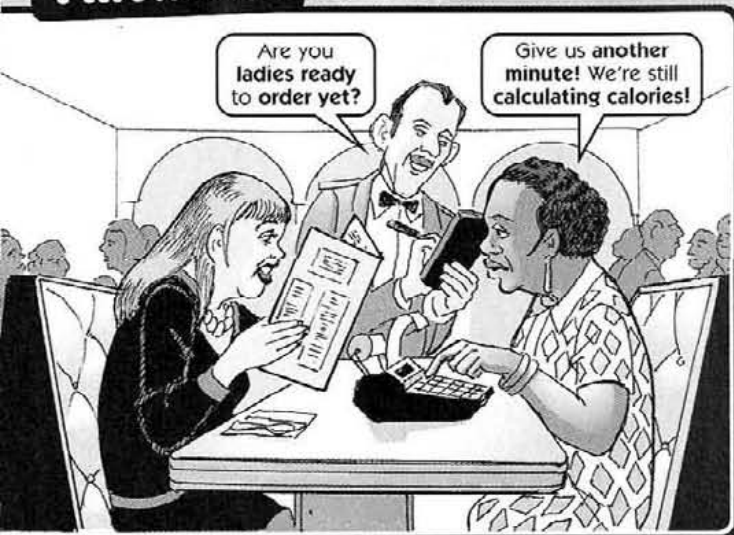
RELATIONSHIPS



VACATIONS



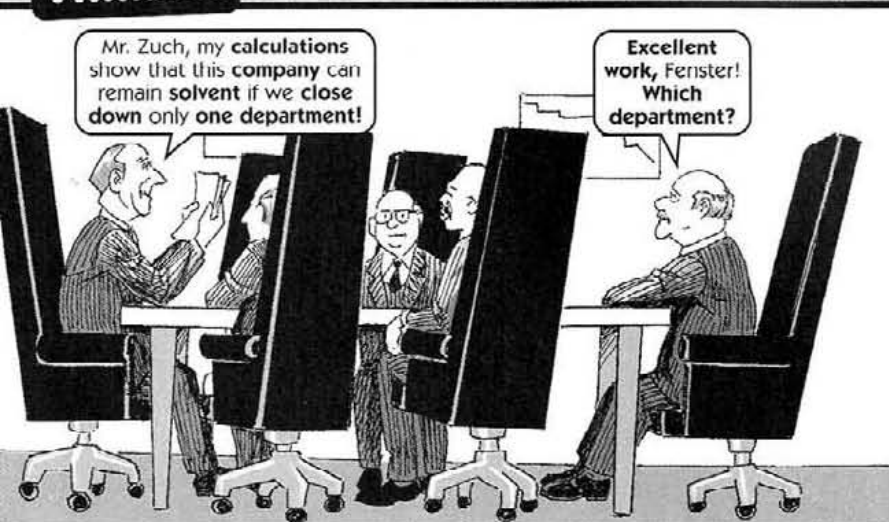
PRIORITIES



ANNOYANCES



FINANCE



DENTISTS

YAAHHH!!!

Dr. Veis! What are you doing to my little boy?

Madam, that was me doing the screaming!



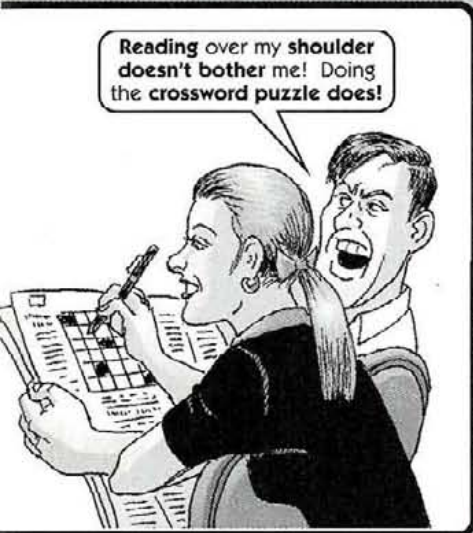
THERAPY

Reading over my shoulder doesn't bother me! Doing the crossword puzzle does!

I don't know what to do about my daughter, Dr. Forman! She'll be 32 next week, she still lives at home, and all she thinks about is going out with her friends and having a good time!

Did you ever discuss future goals and plans with her?

Many times! I keep reminding her that when I was her age, I was already married twice!



GUILT

My parents are splitting! I feel awful!

Don't beat yourself up! You're not responsible for their divorce!

No, but I am responsible for their having to have gotten married!



THE OFFICE

Joe, we want you to know we appreciate your efforts!

Your work has improved much over the last six months!

I have to disagree with your judgement!

What I've noticed is that over the last six months you have lowered your standards!

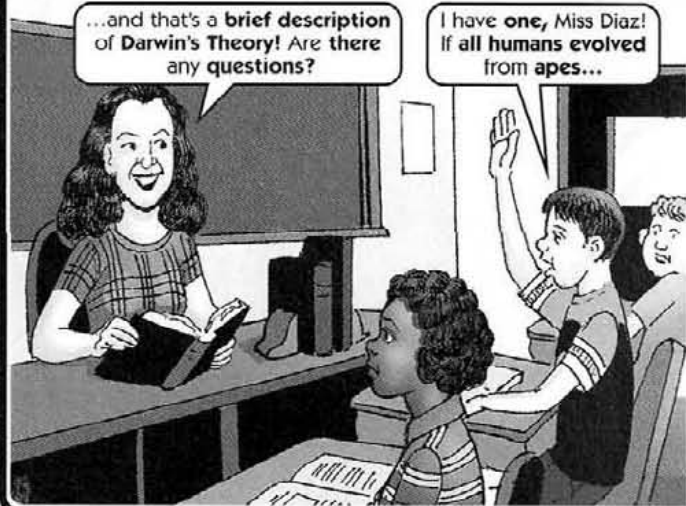


LOGIC

...and that's a brief description of Darwin's Theory! Are there any questions?

I have one, Miss Diaz! If all humans evolved from apes...

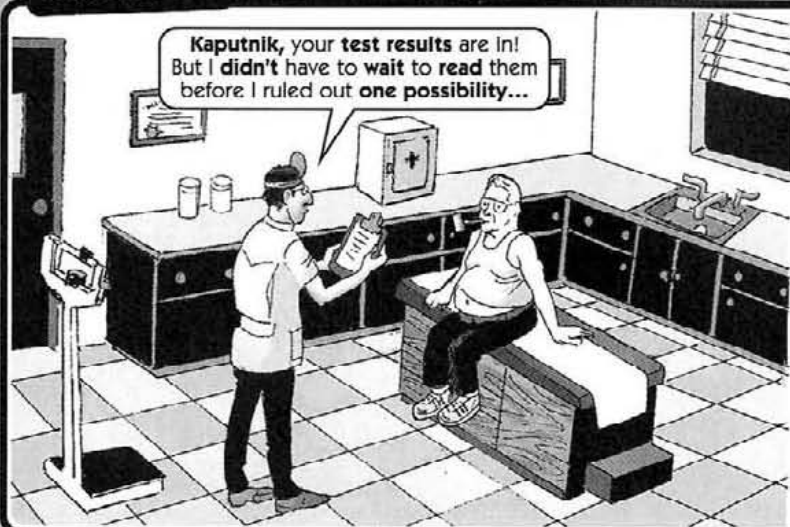
...then how come apes are still around?



DOCTORS

Kaputnik, your test results are in! But I didn't have to wait to read them before I ruled out one possibility...

Anorexia!



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Hallelujah!

TRANSWORLD LIFESTYLES OF THE YOUNG AND DANGEROUS

STANCE

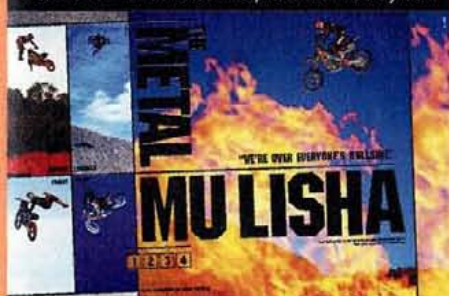
Here's a tiny sample of what you'll find inside STANCE magazine.



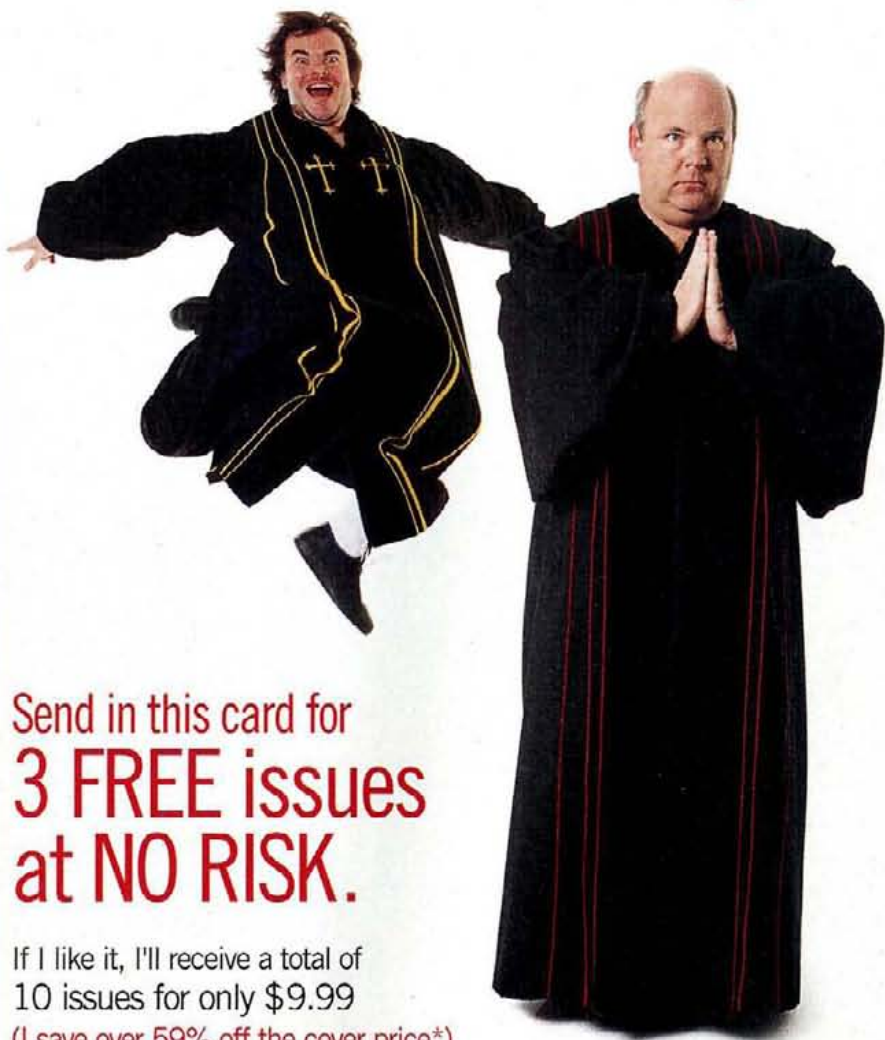
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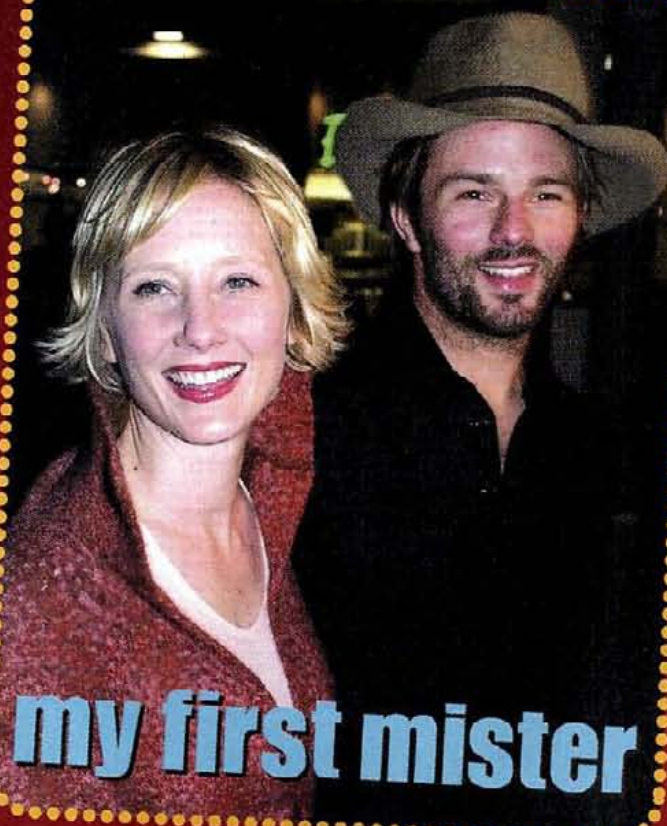
Offer good in the U.S. only. *Cover price is \$3.99 per issue.
Please allow 4-6 weeks for delivery. TransWorld STANCE is published 8 times per year.

Tenacious D is the greatest band in the world and they were photographed by Angela Boatwright exclusively for STANCE magazine.

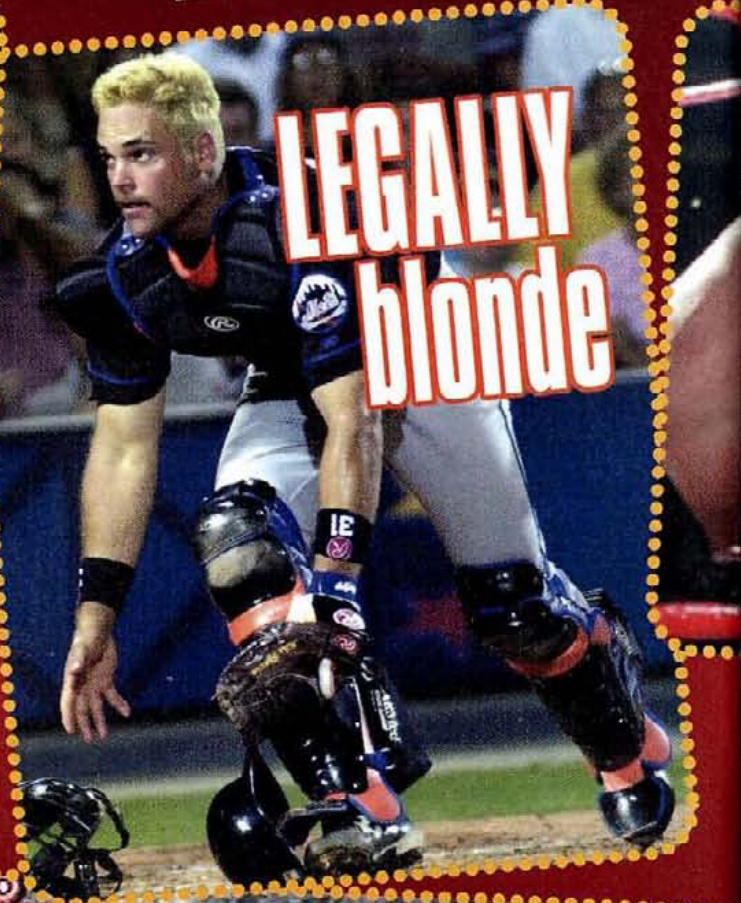


The movies have always offered a wonderful escape from the cares and woes of everyday life. Or at least, they used to! That was before we screwed it all up, by showing you...

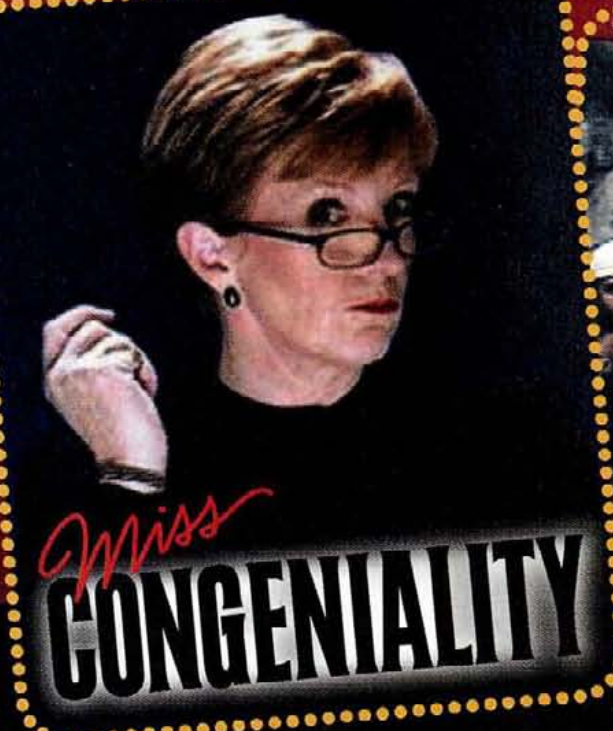
2001:



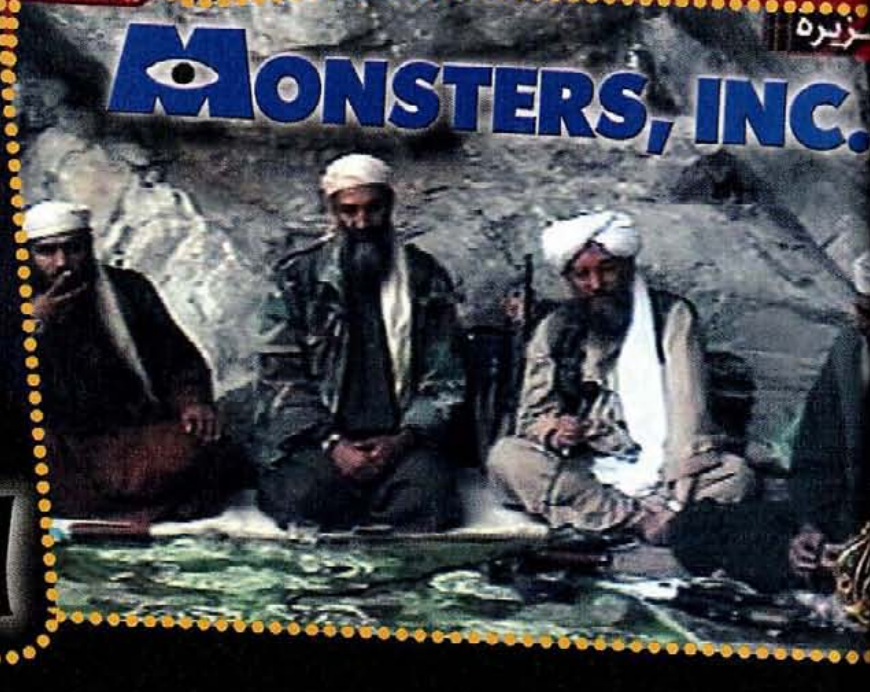
my first mister



LEGALLY blonde

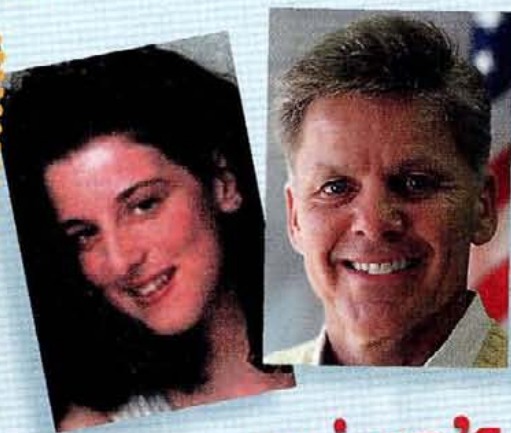
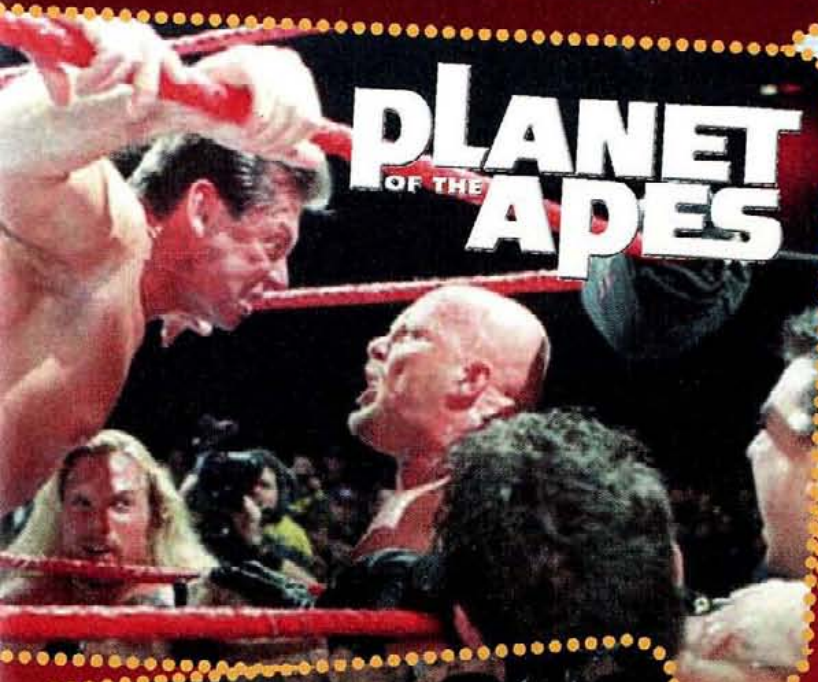


Miss
CONGENIALITY

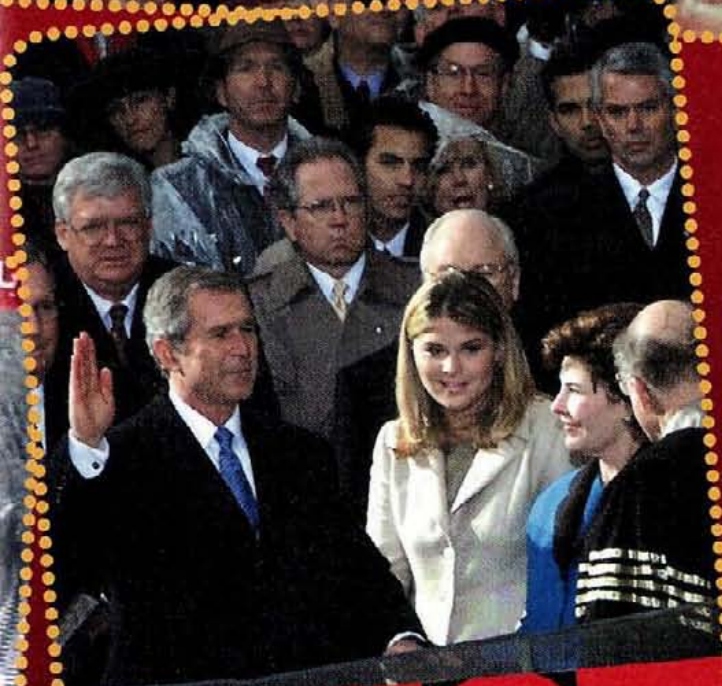


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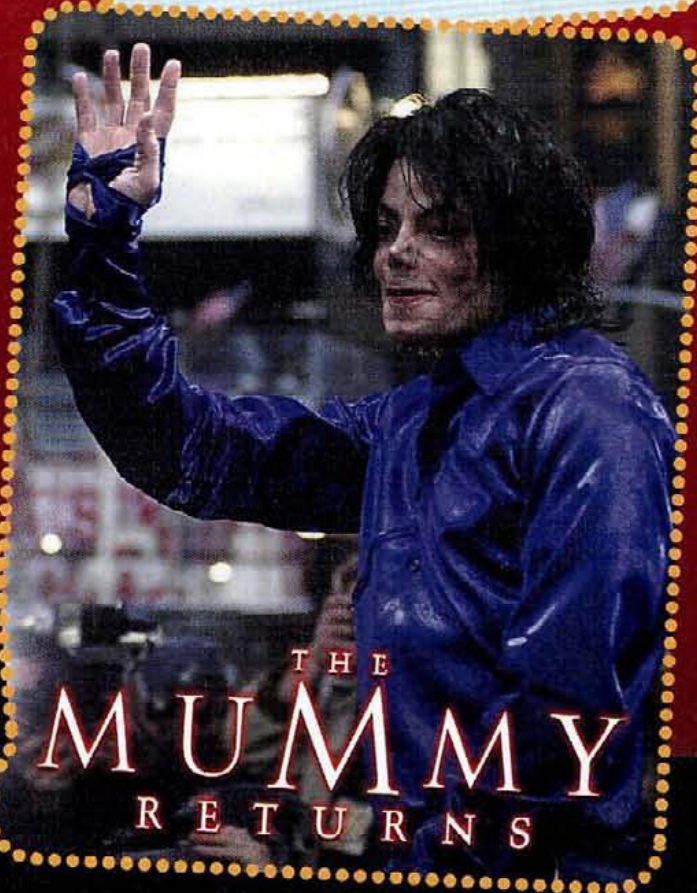
The Year in Film



America's
Sweethearts



HEIST



THE
MUMMY
RETURNS

WRITER: DESMOND DEVLIN

PHOTOS: AP/WIDE WORLD PHOTOS



GRIEVING LAS VEGAS DEPT.

MAD's CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line on how one of today's biggest stars will foul out of life!

THIS MONTH'S FUTURE EJECTED PLAYER:

MICHAEL JORDAN

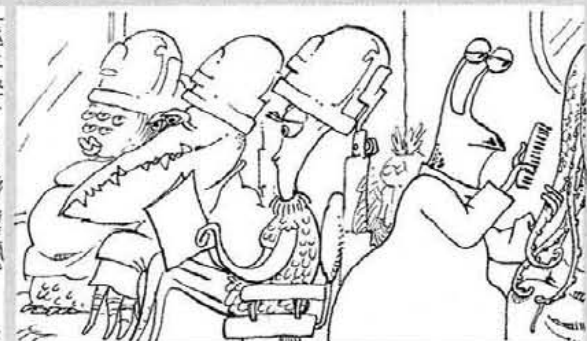
CAUSE OF DEATH	ODDS
Hugged to death by Nike CEO Phil Knight, overjoyed at his coming back	2:1
Strangled by barroom wiseass who bet his life savings that "MJ won't come back, ever" and now has to pay up	4:1
Skull fracture after slipping on own drool from always sticking tongue out while playing	7:1
Flies into fatal rage upon learning of new sports drink made just for him to endorse: Prune Gatorade	10:1
Car wreck during parade to celebrate his leading the Washington Wizards to an NBA Championship	22,876,997,000:1

ARTIST: HERMANN MEJIA

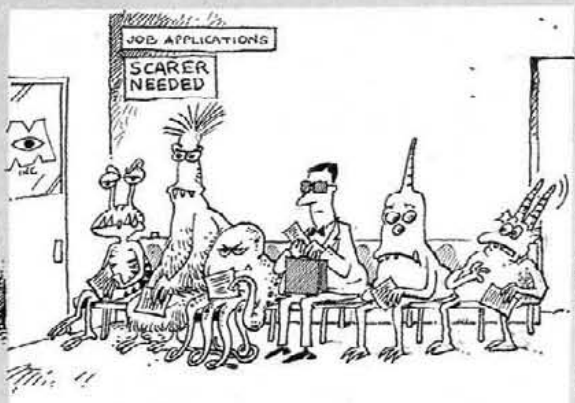
WRITER: MIKE SNIDER

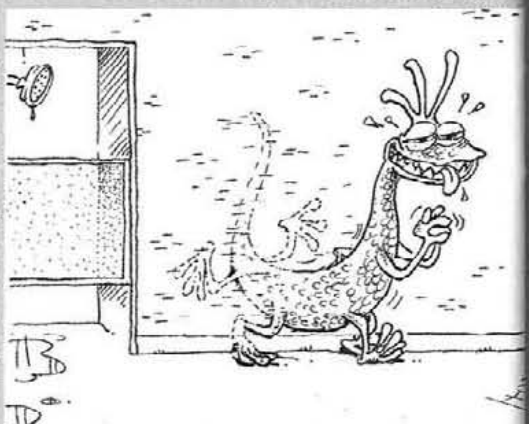
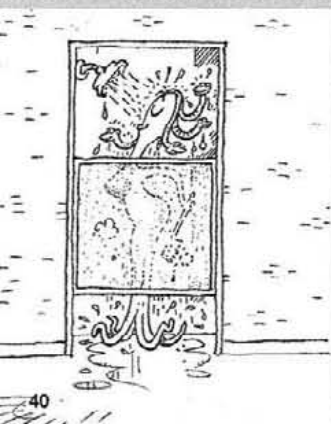
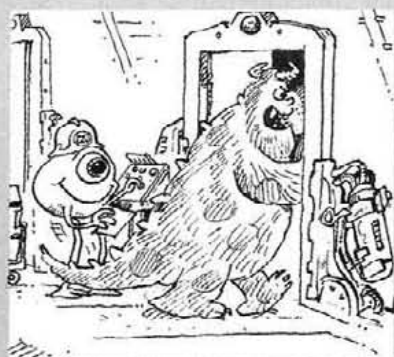


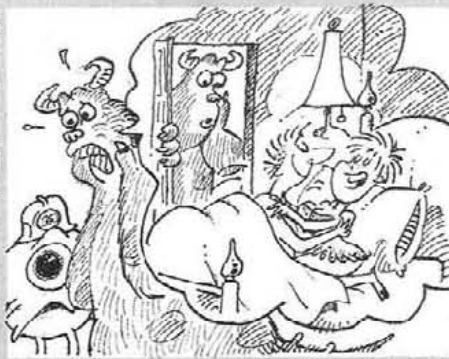
A ~~MAD~~ Look AT MONSTERS, INC.



ARTIST AND WRITER: SERGIO ARAGONÉS









NEW

Most of today's consumers are too savvy to fall for the ad pitches in those liquidator's catalogs that try to pass off outdated PCs and audio equipment as "state-of-the-art." But there must be warehouses full of stuff so old that people have forgotten it ever existed — and might even think is new with a clever (read: deceptive) marketing ploy! So, keeping in mind that no one knows more about selling garbage to the public than us, check out our...

WALKMAN WITH BUILT-IN SPEAKER!

BONUS GIFT!
For private listening, a special headset is included which allows you to listen through a single ear!

No more listening to the radio though the confining, uncomfortable headsets of personal stereos! This unit lets you hear by simply holding it up to your ear! Or, turn the volume up and listen from as far as one, two or even three feet away!

Safer for biking and jogging, because the music won't drown out the traffic!



AM STATIONS ONLY!

Because you'll find only one or two that play music, you'll spend less time switching around!

Unlike heavy, high fidelity boom boxes, there's no need to adjust the stereo balance between speakers — with our special monaural process you get audible sound from ONE SINGLE SPEAKER!

REVOLUTIONARY MANUAL-DRIVE WORD PROCESSOR!

Anyone who uses a PC word processing program knows the pain of losing valuable work due to computer crashes, hard drive malfunctions and power surges. Now you can spare yourself this agony with our incredible ALL-MANUAL word processor and printer combo, utilizing a patented* system of springs and levers that incredibly, works without electricity! Plus, there's no time wasted waiting for documents to print — when you press a key, the character prints immediately, right before your eyes! You can delete letters, words and even entire files, with the included bottles of Wite-Out! Best of all, since the keys don't allow you to type at a super-fast pace, your hands will be able to keep up with your thoughts! Wow!!

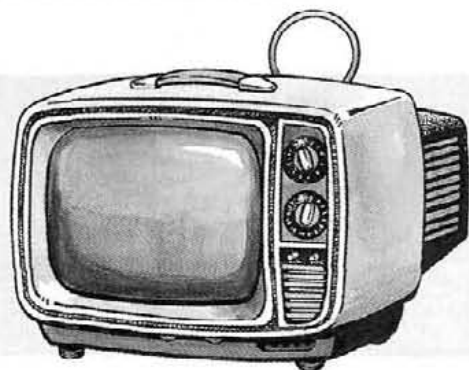


*In 1868

Save Several Dollars A Year In Electricity Costs!

EXERCISE LOVER'S REMOTE-FREE TV!

If you're a couch potato, you can now stay in shape with this innovative television that requires you to change the channel, adjust the volume, and even turn it on and off by getting up from your sofa and walking over to it! Now you can enjoy your favorite programs and get a full aerobic workout by simply walking to your set as often as you once pressed a button on a remote! (For the average man, that's over 1,240 times a hour!) Also comes with an easy-to-install indoor antenna that provides fine network television reception for FREE!!!



All Black-And-White Picture Tube Allows You To View Colorized Movies As They Were Intended To Be Seen!

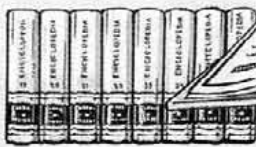
SALES PITCHES FOR OLD TECHNOLOGY

UNIQUE!

HARD COPY ENCYCLOPEDIA!

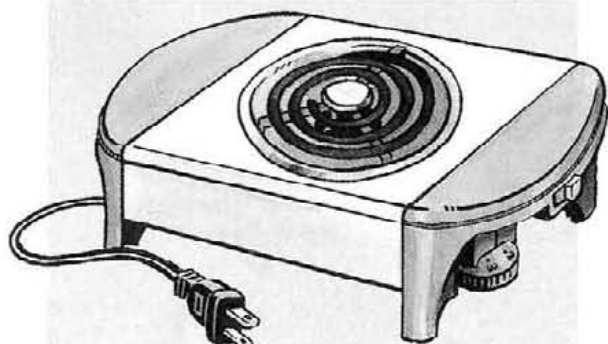
CLASSIC!

Just imagine the convenience of having an entire CD-ROM encyclopedia printed and bound — all in alphabetical order — in a set of handsome hardcover books! Now there's no need to go through the cumbersome and time-consuming process of booting up your computer and typing "Churchill" in the search window — just look on page 1,374 of Volume 4: Chimpanzee — Coxswain! Plus, students will be able to plagiarize encyclopedia entries without fear of a teacher catching them by simply running a search in Encarta!



DISTINCTIVE NON-ARCING FOOD HEATER!

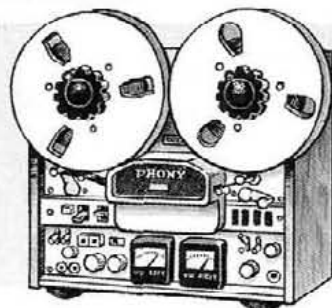
Do you have trouble remembering not to put metal in your microwave oven? Then relax and insure your safety with our ingenious metal-safe food heater that warms up your favorite dishes without radioactive waves! But wait! Our Non-Arcing Food Heater has other advantages over conventional microwaves! Its user-friendly knob allows you to



lower or raise the heat level as you desire while your food slowly, slowly cooks! And the unit's open construction feature makes it virtually impossible to forget about the cup of java or pea soup you've reheated!

CAN'T MISPLACE 'EM LARGE FORMAT AUDIO TAPES!

Standard audiocassettes are easily misplaced between home, car and backpack, but not these tapes! They're so large, you'll always feel them weighing down your briefcase or pocket (if you have a pocket big enough)! Meticulously wound on oversized reels, each tape is played by easily threading it around the tension roller, through the capstan, across the playback head, around the other tension roller and onto the take-up reel — a fantastic way to develop hand-eye coordination! Recorders weigh a hefty 45 lbs. (minus reels) and will assist you in developing well-toned biceps and upper laterals as well!





Ah, America...land of the free, home of the brave, and location of the largest, real life "Land of Make Believe" — Hollywood! Where silicone and cellular reign. Where no fad is too ridiculous, no cult too extreme. So check your sanity at the door and hold on tight as we embark on a pleasant west coast journey and dip our toe into the bubbling tar pit of greed, malice, vanity and narcissism that will have you screaming...



ONLY IN HOLLYWOOD

ARTIST: BOB STAAKE

WRITER: JOHN BIEDERMAN

Only in Hollywood do producers "discover" talented comics who've spent years honing their joke-writing skills...



...and place them in sucky sitcoms written by talentless hacks.

Only in Hollywood can your bag of phony excuses for being late for work...



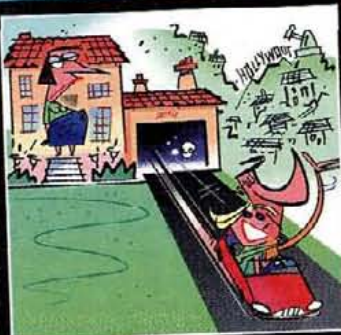
...include "getting caught behind a slow-speed freeway chase."

Only in Hollywood can you enter a hall abuzz with conversations...



...none of which are taking place between any two occupants of the room.

Only in Hollywood did the state legislature, in a pro-family gesture, grant paternity leave to new fathers...



...although the average Hollywood marriage doesn't last through the pregnancy.

Only in Hollywood do workers not only expect paid vacation and sick days off from work...



...but also an allotment of "Cosmetic Surgery Days."

Only in Hollywood will the fictional plots of movies and TV shows boldly encourage a celebration of sexual diversity...



...while the real lives of stars will remain closeted for fear of losing box office revenues.

Only in Hollywood can studios spend countless hours, dollars and workers to ensure that every stroke of makeup and thread of costume is just right...

Only in Hollywood can you immediately get a table at the trendiest restaurant...

Only in Hollywood do the local courts staunchly uphold...

...a privilege of confidentiality
between a client and his
or her psychic.

Only in Hollywood can having a stalker...

...be considered a good career move.

Only in Hollywood does someone send a condolence card to a friend whose family perished in a mudslide...

...and take the opportunity to include her latest screenplay.

**Only in Hollywood will your
new love interest refuse to
accept your love letters...**

...unless they're submitted by an agent.



Here's a series about a big city yuppie who returns to his hometown and all softness breaks loose! After every episode, we have the same reaction...

This all seems very familiar! A quirky small town, an hour-long romantic comedy, and populated with goofy, oddball people including you, a doctor just starting out! Haven't we seen all this before?

Yes, we have! It's *Northern Exposure* without the moose!

You're right! And around here, that moose would be one of the more exciting characters!

From big city attorney to bowling alley lawyer! Hey. Eh, great career move!

No! I'm not a bowling alley lawyer! I'm a lawyer and I own a bowling alley! Those are two entirely separate things!

TONIGHT
BOWLING FOR DOLLARDS
AT THE YUCKEY BOWL
BRING THE WHOLE CAST

This town is like my sex life — it's just one nothing after another!

I know what you mean! Here are the top ten reasons why I can't get a date:
10. My big toe has a fungus!
9. I secretly wear glitter!
8. My favorite pick-up line: "Hi, I have cable!"

EH!

Eh, you've been sticking to that story for two years! Nobody's buying it!

Yeah! And it doesn't help that you rent shoes to try your cases!

The critics love this series! How come it's not a huge ratings hit?

TV audiences love sex, like on *NYPD Blue*; they love action, like on *ER*; they love drama, like on *The West Wing*! There's just not much demand these days for legal whimsy!

DUCKEY BOWL

MAX KORN



ARTIST: ANGELO TORRES
WRITER: JOSH GORDON

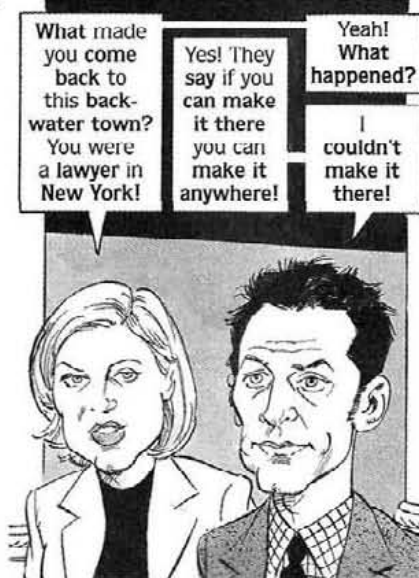
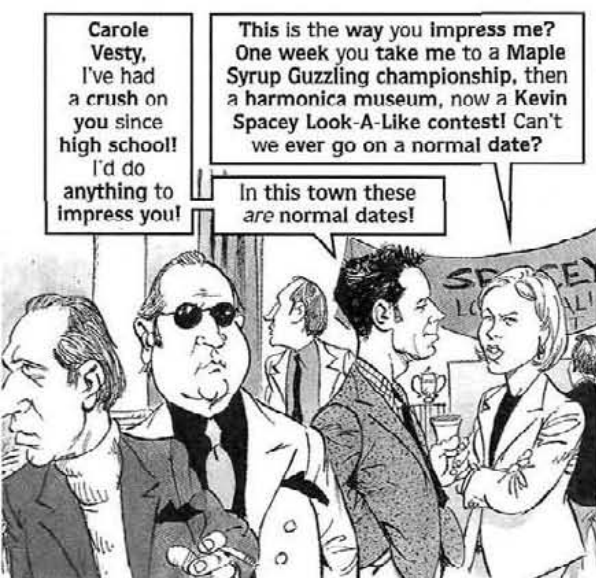
Did you hear that guy over there reciting the top ten reasons as to why he can't get a date?

Yeah! It's obvious he's a real loser!

It's even more obvious this show was created by David Letterman's writers!

torres

NEWS



Okay, class! Take a beaker, fill it with tissue, add bone, stem cells and chest hair!

Oh Lord! What are you doing?

On this series I can't get a man! I thought I'd try building one from scratch! I'm really desperate!

We have two cases: Mr. Northfield is having a massive heart attack and little Jimmy Smith swallowed a frog and is leaping all over the town!

I'm too busy with billing! You handle them both!

But I can only handle one!

Make a decision, buy! Pick one case!

It's no contest! The kid with the frog!

Right choice! Let ER save lives! The strength of this show is preserving charmingly quirky, Norman Rockwell type small town cliché characters!

THWIP

Hey, put these cows there in lane six!

Why is Philch leading a herd of cattle into a bowling alley?

It's another of his dopey scams: "Buy a Raffle, Win a Side of Beef"! He calls it "Bowling for Cattle"!

Gosh, Philch, this is really, really outrageous!

Outrageous is what I do every week! I don't complain when you do "cute and adorable"!

But there are health violations! The smell in here is awful!

I know the smell is bad! I gotta do something about the shoe rental desk pronto!

This is way out of line! Even for Philch!

You didn't complain when he had "Bowling For Hookers"!

That was a thing of beauty! This cattle stuff degrades the dignity of the bowling alley!

PLOP PLOP PLOP

GRADE A

You asked us all to meet you here at the pie shop?

Yes! That's right!

What's going on?

Nothing! I just thought once a week we should see the pie shop!

Y'know, I realize this show really is about nothing!

No, Seinfeld was about nothing!

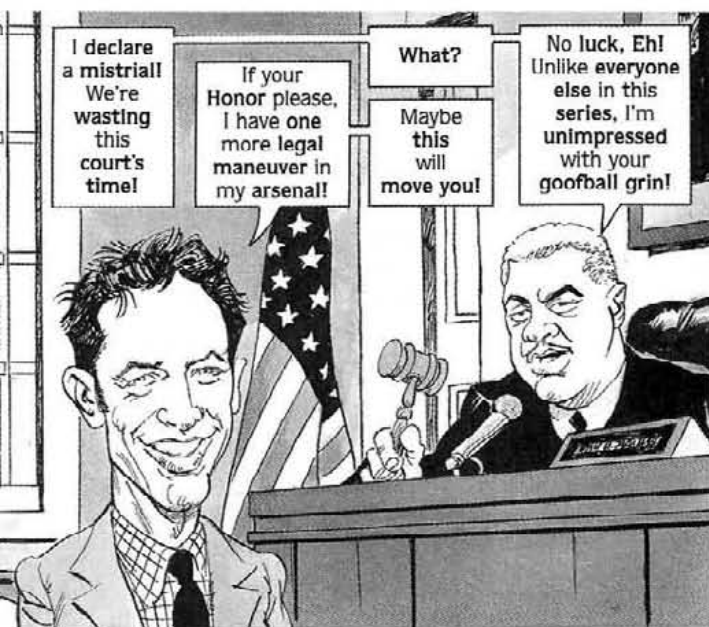
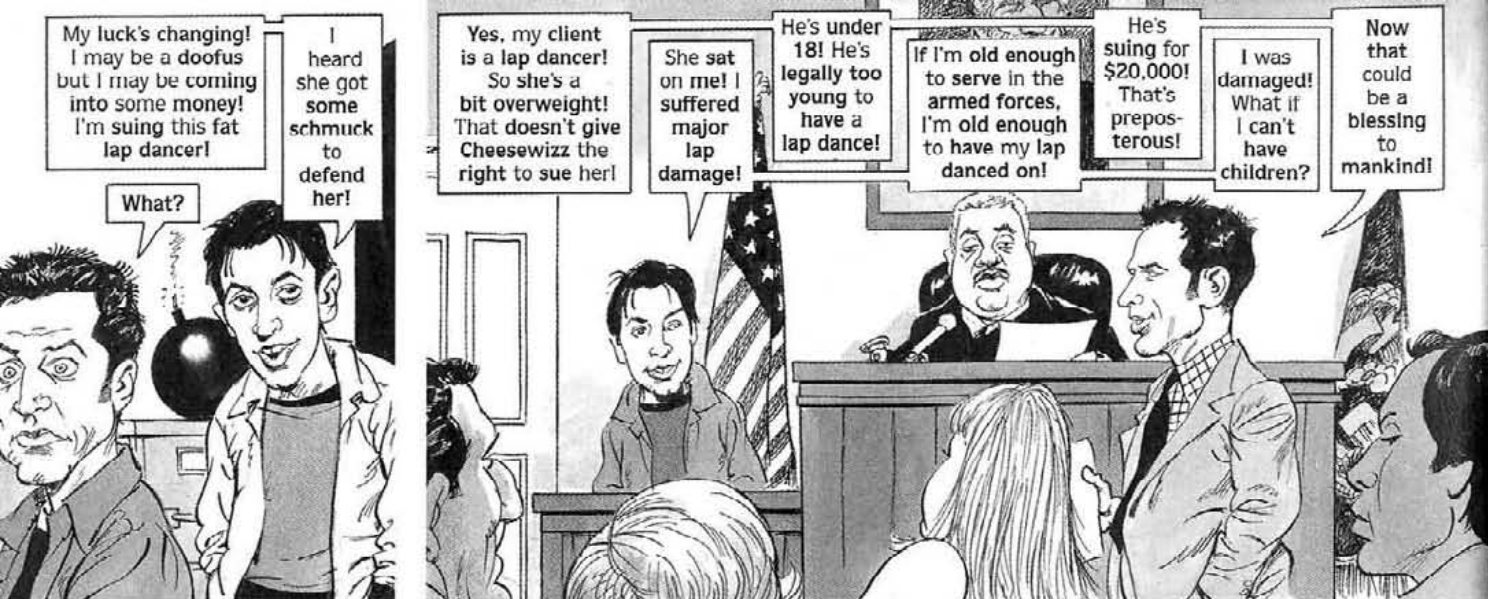
Seinfeld was about nothing but the show was something! This is about nothing and stays there!

FRESH YUCKY BOWL-PIE

I'm worried! I'm dorky, I'm a nerd, I can't get sex! The only dates I have are inflatable!

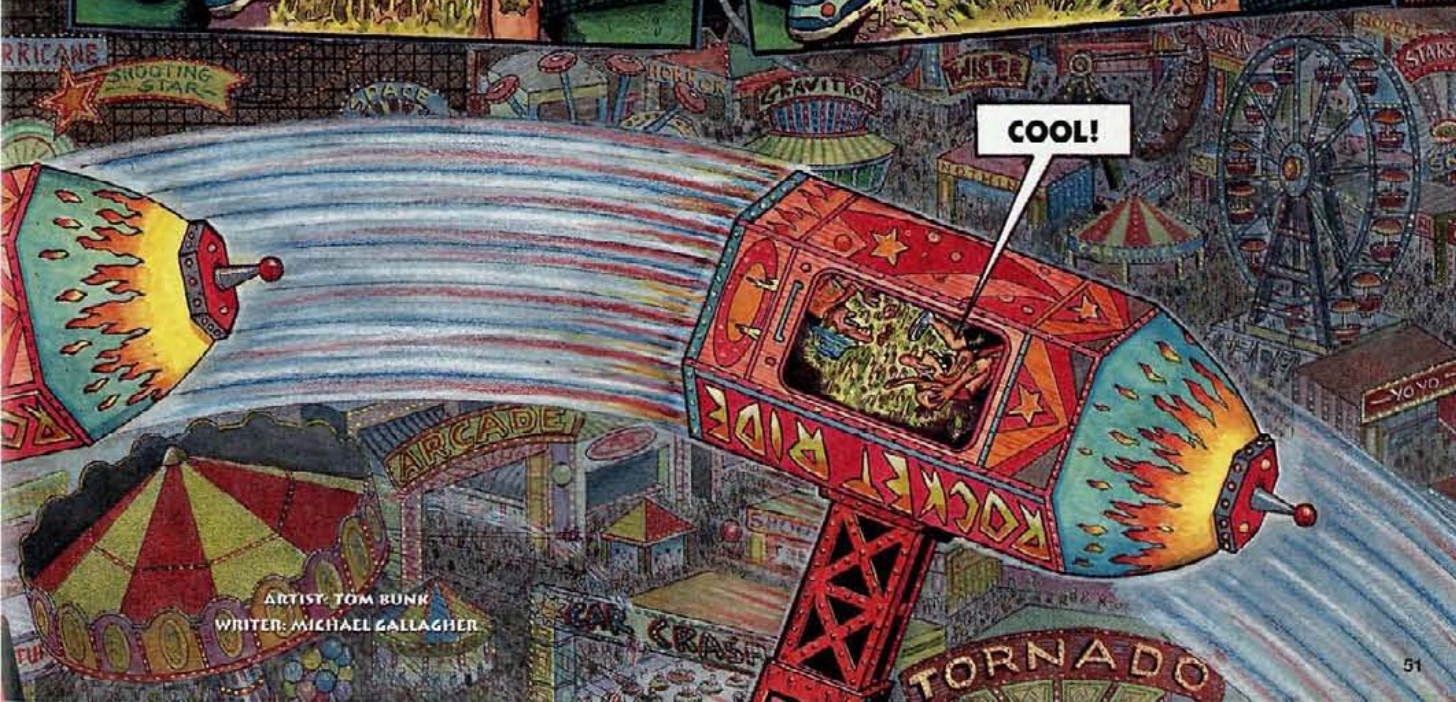
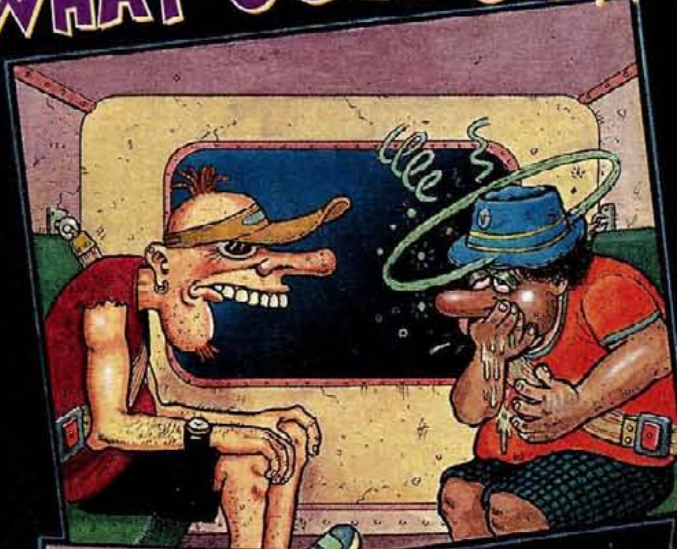
I had the same problems when I was a teenager! I also was the school dork! And look at me now!

Duh! That's what I'm so worried about!





WHAT GOES DOWN MUST COME UP



ARTIST: TOM BUNK
WRITER: MICHAEL GALLAGHER

Prepare for a beating

The first real fight of the 21st century is coming to the PlayStation² computer entertainment system, and you get to be a part of it.

GAMEPRO
WORLD'S LARGEST MULTIPLATFORM GAMING MAGAZINE



present

"The Virtua Fighter 4 Tournament Sweepstakes."

Win the Tournament and you'll be awarded: Your very own VF4 Arcade unit — signed by Yu Suzuki himself!

Win the Sweepstakes and you get:

- A weekend in San Francisco and a chance to compete in the VF4 Tournament!
- A coupon good towards a PlayStation 2. Redeemable at your local retailer.
- A copy of the PlayStation 2 version of VF4 signed by Yu Suzuki!

For your chance to win, go to
the official site:
www.gamepro.com/micro/vf4



SEGA-AM2

Virtua Fighter 4

PlayStation 2

SEGA



Visit www.esrb.org or
call 1-800-771-3772
for Rating Information.

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**WHAT WIDELY-
READ FICTION HAS
BECOME A NATIONAL
OBSESSION?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

There are few things in life more invigorating than reading fantasy that awakens and stirs the imagination. Even outlandish stories can seem true when you lose yourself in convincing prose. To find out what far-fetched tales have captured the minds of Americans, fold page in as shown at right.



FOLD PAGE OVER LIKE THIS!

A

FOLD PAGE OVER LEFT

B

FOLD BACK SO THAT "A" MEETS "B"



**FALLING IN LOVE WITH BOOKS WILL CERTAINLY CAUSE
RUMINATIONS IN A PERSON'S BRAIN. IT OPENS DOORS
SPECIFICALLY TO THE MIND, SOUL, AND HEART. TO READ ON
THE WAY TO WORK, OR AT HOME, MAKES LIVING MORE INTER-
ESTING. READERS LEARN MANY THINGS THEY
NEVER KNEW AND THIS INFORMATION TENDS TO LAST**

A

ARTIST AND WRITER: AL JAFFEE

B



got milk?

It's got calcium, which is great for strong bones and toothy product endorsement smiles.

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